Back to the trappings of corporate success

Chrysler, flying high, wins OK on a plane

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Things are looking up for Chrysler these days. Last year it turned a profit for the first time in five years. This year it has been one of only a few makers to report consecutive sales gains for the first two months.

In a few weeks it will convert $1.1 billion worth of preferred stock to common stock in a recapitalization move that will be a big boost to its new-product program and now, to top it all off, it is getting its airplane back.

Constant Reader will recall that when Chrysler came to the government in 1978 for help, one of the conditions of the company receiving the $1.2 billion in loan guarantees it wanted, was that it shed many of the trappings of corporate power, including the three company planes it had then.

In no position to argue, though it did, the company reluctantly agreed. It got the guarantees but since then Chrysler Chairman Lee Iacocca and the company hierarchy have had to make do with a leased Cessna Citation to get from plant to plant.

But, as we said at the beginning, times and fortunes have changed for Chrysler and a gleaming new Canadair Challenger 10-12 passenger corporate jet will shortly be rolling down the runways, winging Chrysler's corporate hierarchy hither and yon.

• The decision to let the company have the plane came in February after the Chrysler Loan Guarantee Board had received another request from Chrysler.

"We want to interfere as little as we can in the daily operation of the company," a spokesman for the board said in explaining why it had agreed to the plane request.

Meanwhile, the board has rejected for a second time, (Chrysler asked in the summer and at the end of the year), a request by Chrysler to reduce, from $12 million to $6 million, the annual "administration" fee the company pays to the government on the grounds that the company is now a "going concern" by evidence of its market performance and the judgment of most financial observers.

The $12-million fee is made up of two parts: $6 million to cover administration costs for the Loan Guarantee Board and $6 million in what the board calls a "risk fee."

Chrysler wants the risk fee eliminated on the grounds that it no longer is a financial risk.

Notwithstanding the company's $170.1 million profit last year, the board is resisting, however, and has told the company that it will not consider eliminating or reducing the risk fee until the firm shows a profit for two consecutive operating quarters.

• It is relenting in another area though. When Chrysler received its $1.2 billion in government guaranteed loan authority, one of the conditions was that it actively seek a merger partner, on the grounds that this was a necessity for the firm's long-term viability.

Chrysler hasn't found a partner thus far, but now the loan board, though officially still asking the firm to continue the search, is backing off on the demand. A source at the board said the "pressing need" is not there any more.

The source said also that the board will likely "sign off" within the next couple weeks on Chrysler's recapitalization plan (the preferred stock for common stock swap).

"It looks like a good deal for everyone," he said.

Bill requires spare to match other tires

HARRISBURG, Pa.—Legislation requiring Pennsylvania automobile dealers to provide each new car with a spare tire like the other four tires on the vehicle has been introduced in the state Senate by Senator Clarence Bell.

The measure would enable car buyers to reject, at no extra cost, the emergency tire — which has limited use — as a spare on some new cars.

Automobile Importers appoints general counsel

WASHINGTON. — The new position of general counsel has been created by the Automobile Importers of America, which represents all foreign car makers except Daimler Benz and Volkswagen of America as well as tire companies and some suppliers.

Named to that post is Diane E. DePould, who was a trial attorney with the Navy Department and served with the EPA's office of legislation.

IMPORT REGISTRATION SHARES IN U. S.

	DECEMBER					TWELVE MONTHS				
	Regis., Dec., 1982	Percent Share of Market	Regis., Dec., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 12 Mos., 1982	Percent Share of Market	Regis., 12 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	48,483	22.03	40,281	21.86	+ 0.17	530,077	23.11	566,042	23.28	— 0.17
Nissan	43,492	19.76	34,759	18.86	+ 0.90	459,511	20.04	452,153	18.59	+ 1.45
Honda	32,460	14.75	27,029	14.67	+ 0.08	366,321	15.97	365,638	15.04	+ 0.93
Mazda	15,315	6.96	12,697	6.89	+ 0.07	159,487	6.95	172,315	7.09	— 0.14
VW	13,325	6.05	16,861	9.15	— 3.10	149,422	6.52	231,713	9.53	— 3.01
Subaru	13,184	5.99	12,224	6.63	— 0.64	140,997	6.15	143,674	5.91	+ 0.24
Alliance	9,242	4.20	.....	.....	.....	73,135	3.19	64,698	2.66	+ 0.53
Mercedes	6,699	3.04	5,738	3.11	— 0.07	65,148	2.84	59,239	2.44	+ 0.40
Volvo	6,265	2.85	5,355	2.91	+ 0.06	51,409	2.24	.....	.....	.....
BMW	5,852	2.66	.....	.....	.....	45,310	1.98	48,476	1.99	— 0.01
Audi	.....	.....	4,510	2.45	.....	.....	.....	43,522	1.79	.....
Colt	.....	.....	3,776	2.05	.....	252,451	11.01	284,210	11.69	— 0.68
Others	25,758	11.71	21,052	11.42	+ 0.29					
TOTAL	220,075		184,282			2,293,268		2,431,680		
Share of U. S. Total		28.75		30.14	— 1.39		29.57		28.80	+ 0.77

Registrations for Oklahoma not available.

Despite 1982 decline of nearly 140,000 units

Record market slice goes to imports

By Jenny L. King
Staff Writer

Registrations of new imported cars claimed a record share of the total U. S. market in 1982 in spite of a decline of almost 140,000 units compared with the preceding year.

Imports accounted for 29.57 percent of the 1982 calendar year total, up from the former record of 28.80 percent in 1981 and up from 28.18 percent in 1980. There were 2,293,268 new registrations in '82, down 5.69 percent from 2,431,680 in 1981, and down 7.12 percent from 2,469,180 in 1980.

December import registrations were up 19.42 percent, to 220,075 from 184,282 a year earlier. Because of especially strong domestic sales during the final month of the year, imports claimed only 28.75 percent of the market, down from 30.14 percent in 1981.

Toyota remained comfortably atop the list of imports in 1982, earning 23.11 percent of the import market, down 0.17 percentage points from 23.28 percent in 1981. Second-place Nissan climbed 1.45 percentage points, to 20.04 percent from 18.59 percent. Honda was third at 15.97 percent, up from 15.04 percent.

Mazda, Volkswagen and Subaru were clumped together in fourth, fifth and sixth places respectively, with Mazda taking fourth from slipping VW. Mazda's share of the market was off 0.14 percentage points in 1982, but VW's plunged 3.01 percentage points. Subaru climbed 0.24 percentage points to further narrow the gap.

• Volvo was seventh at 3.19 percent, followed by Mercedes at 2.84 percent, BMW at 2.24 percent and Audi at 1.98 percent. "Others" picked up the remaining 11.01 percent of the import market.

In December, Toyota was up 0.17 percentage points, Nissan was up 0.90 percentage points, Honda was up 0.08 percentage points and Mazda was up 0.07 percentage points.

Fourth-place VW was down 3.10 percentage points, Subaru was down 0.64 percentage points, Mercedes was down 0.07 percentage points and Volvo was up 0.06 percentage points.

Renault Alliance leaped from obscurity to seventh-best among the imports in December and BMW made its way into the top 10. Audi and Colt lost their footholds, and together with the remaining imports accounted for 11.71 percent of the market.

Japan, of course, continued as the dominant source of imported cars in 1982, with 77.28 percent of new import sales coming from the Land of the Rising Sun. In 1981, 75.17 percent were Japanese-built.

West Germany captured 14.18 percent, down from 17.39 percent in 1981. Sweden was third, with 4.02 percent (up from 3.24 percent), followed by France at 3.26 percent (up from 1.88 percent).

• Registrations in 1982 by country of origin compared with the preceding year were as follows:

	12 mos., 1982	12 mos., 1981
Japan	1,772,145	1,827,850
West Germany	325,211	422,926
Sweden	92,283	78,834
France	74,647	45,625
Italy	15,054	36,097
Great Britain	10,522	18,019
Ireland	3,396	2,329

In December, Japanese-built passenger cars represented 74.48 percent of the import market, down slightly from 74.90 the preceding year. German-built products slipped to 14.41 percent from 17.31 percent, and Swedish products edged up to 3.86 percent from 3.81 percent.

Registrations by country of origin Dec., 1982 vs. Dec., 1981, were:

	Dec., 1982	Dec., 1981
Japan	163,916	138,028
West Germany	31,722	31,906
France	13,394	4,128
Sweden	8,489	7,019
Great Britain	1,445	1,009
Italy	895	1,651
Ireland	214	541

Imported-truck registrations soared 20.51 percent in December but finished the year 9.50 percent behind 1981. Calendar-year registrations totaled 439,700 in 1982 compared with 485,875 in 1981. Makers and totals were as follows:

	12 mos., 1982	12 mos., 1981
Toyota	147,542	130,379
Nissan	106,440	112,383
Mazda	38,058	.....
Dodge Ram 50	31,975	.....
Ford Courier	.....	63,027
Chevrolet LUV	.....	62,713
Others	115,685	117,373
TOTAL	439,700	485,875

December truck registrations numbered 45,039, up 20.51 percent from 37,373 in 1981. Breakdown by truck maker was:

	Dec., 1982	Dec., 1981
Nissan	13,637	9,118
Toyota	13,451	10,675
Mazda	4,173	.....
Ford Courier	3,420	4,337
Volkswagen	.....	3,839
Others	10,358	9,314
TOTAL	45,039	37,373

TOP CARS

U.S. registrations for 12 months of 1982. Registrations not available for Oklahoma.

1982 Position	Make		1981 Position
1—	1,222,624	Chevrolet	1,437,091— 1
2—	889,470	Ford	975,312— 2
3—	775,702	Oldsmobile	830,892— 3
4—	713,671	Buick	718,304— 4
5—	530,077	Toyota	566,042— 5
6—	461,149	Pontiac	546,936— 6
7—	459,511	Nissan	452,153— 7
8—	366,321	Honda	365,638— 8
9—	316,293	Mercury	340,868— 9
10—	252,183	Dodge	311,824—11
11—	243,519	Plymouth	335,691—10
12—	240,197	Cadillac	224,458—13
13—	171,678	Chrysler	52,105—17
14—	159,487	Mazda	172,315—14
15—	149,422	Volkswagen	231,713—12
16—	140,997	Subaru	143,674—15
17—	87,820	Lincoln	61,775—19
18—	84,069	AMC	133,455—16
19—	73,135	Volvo	64,698—18
20—	65,148	Mercedes	59,239—20
21—	51,409	BMW	—
22—	45,310	Audi	48,476—21
	—	Colt	43,522—22
	252,451	Other Imports	284,210
	2,499	Misc. Dom.	3,528
	7,754,342	TOTAL	8,443,919

Automotive News' analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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New Chevrolet dealer

Geraldine G. Irby signs papers making her sole owner of Irby Chevrolet, Inc., Sylva, N. C. With her is husband Ray, left, dealer-operator of Ray Chevrolet-Oldsmobile, Inc., Franklin, N. C.; Richard Berthelsen, center, Chevrolet assistant zone manager in Charlotte, and Larry Mayfield, zone manager.

68-day supply on hand

New-car inventory edges upward

Continued from Page 1

mediates, was in 66-day supply, compared with 69 days a month earlier, while the industry had a 58-day stock of standards, down from 64, and a 65-day supply of luxury cars, unchanged from Feb. 1.

The March 1 inventory was divided this way by market segment: Subcompact, 18.80 percent; compact, 22.95 percent; intermediate, 34.33 percent; standard, 16.84 percent, and luxury, 7.08 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.85 percent; compact, 22.95 percent; intermediate, 34.52 percent; standard, 16.66 percent, and luxury, 7.02 percent.

• The March 1 days-supply figures by market class were:

Subcompact — Accord, 44; Alliance, 53; Escort, 65; Omni, 71; Horizon, 73; Eagle SX/4, 75; Charger, 76; Turismo, 82; Lynx, 82; Chevette, 88; Rabbit, 93; LN7, 96; Pontiac 1000, 109; EXP, 140, and Spirit, 156.

Compact — Zephyr, 47; Cavalier, 48; Aries, 61½; Fairmont, 67; Reliant, 68; Pontiac 2000, 75; LeBaron, 76½; Dodge 400, 79; Firenza, 81; Camaro, 82; Skyhawk, 83½; Firebird, 92; Cimarron, 95; Capri, 98, and Mustang, 101.

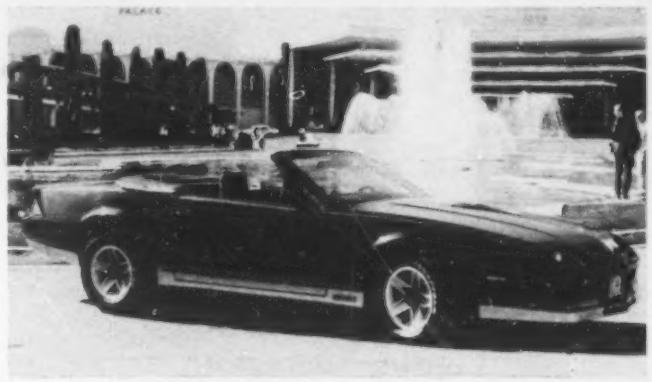
Intermediate — New Yorker E, 32; Cutlass four-door, 35; Cutlass coupe, 44; Cougar XR7, 48; Ciera, 52; Malibu, 57; Granada, 58; Celebrity, 61; Bonneville, 62; Thunderbird, 65; Marquis, 65; Regal four-door, 65; Regal coupe, 66; Century, 66; Pontiac 6000, 69; Monte Carlo, 76; Cougar, 76; LTD, 78; Grand Prix, 83; Dodge 600, 91; Concord, 91; Omega, 91; Skylark, 93; Chrysler E Class, 93; Citation, 101; Phoenix, 117, and Eagle, 135.

Standard — Olds 88, 36; Gran Fury, 46; Olds 98, 48; LeSabre, 52; Grand Marquis, 55; Diplomat, 60; Electra, 66; Crown Victoria, 68; Fifth Avenue, 71; Cordoba, 75; Chevrolet, 76½, and Mirada, 140.

Luxury — Eldorado, 57; Lincoln, 59; Continental, 59; Seville, 60; Cadillac, 62½; Imperial, 62½; Riviera, 69; Toronado, 69½; Mark VI, 83, and Corvette, 115.

NEW-CAR STOCKS

	Mar. 1, 1983	Feb. 1, 1983	Mar. 1, 1982
Alliance	53	60	—
Spirit	156	137	87
Concord	91	83	105
Eagle	135	156	79
Eagle SX/4	75	90	72
AMERICAN MOTORS	70	73	88
Horizon	73	80	67
Turismo	82	104	81
Reliant	68	68	69
Gran Fury	46	87	55½
Plymouth	68	75	70
LeBaron	76½	102	83
Cordoba	75	128	86½
E Class	93	49	—
New Yorker E	32	194	—
Fifth Avenue	71	81	61
Chrysler	70	86	76
Imperial	62½	94	99
Omni	71	84	69½
Charger	76	95	82
Aries	61½	70	77
Dodge 400	79	136	128½
Dodge 600	91	72	—
Diplomat	60	69	74
Mirada	140	191	124
Dodge	70	82½	82
CHRYSLER	70	81	76
Escort	65	77	52
EXP	140	140	94
Mustang	101	108	79
Granada	58	60	49
Fairmont	67	48	50
LTD	78	64	—
Thunderbird	65	316	107
Crown Victoria	68	80	69
Ford	73	77	61
Lynx	82	79	50½
LN7	96	137	90½
Capri	98	131	88
Cougar	76	52	33
Zephyr	47	39	36
Marquis	65	76	—
Cougar XR7	48	25	98
Grand Marquis	55	69	58
Mercury	65	75	55
Lincoln	59	49	57
Continental	59	83	35
Mark VI	83	77	70
Lincoln	66½	63	52
FORD MOTOR	71	76	59
Skyhawk	83½	97	298
Skylark	93	107	43
Century	66	58	80
Regal 4-door	65	70	83
Regal coupe	66	83	93
LeSabre	52	62	66
Electra	66	69	84
Riviera	69	80	86
Buick	68	77	74
Cimarron	95	84	85
Seville	60	47	41
Cadillac	62½	64	61
Eldorado	57	54	60
Cadillac	63	61½	60
Chevette	88	80	52
Cavalier	48	52	93
Citation	101	86	36
Camaro	82	80	59
Malibu	57	61	100
Celebrity	61	61	78
Monte Carlo	76	74	112
Chevrolet	76½	73	79
Corvette	115	111	82½
Chevrolet	74	72	66
Firenza	81	86	292
Omega	91	78½	50
Ciera	52	51	92½
Cutlass 4-door	35	36	83½
Cutlass coupe	44	47	92
Olds 88	36	39	57
Olds 98	48	49	65
Toronado	69½	69	88
Oldsmobile	47½	49	78
1000	109	99	63
2000	75	89½	114
Phoenix	117	113	46
Firebird	92	79	36
Bonneville	62	59	74
6000	69	72	121
Grand Prix	83	83	97
Pontiac	82	81	72½
GENERAL MTRS.	66	67	71
VOLKSWAGEN	93	100	138½
HONDA	44	—	—



Z-28 goes topless

The new 1983 Chevrolet Camaro Z-28 "Roadster" conversion by American Custom Coachworks, Ltd., Beverly Hills, Calif., features a fully powered automatic top, extensive body restructuring and a special lacquer paint finish.

AMC accused by dealers of holding back holdback

Continued from Page 2

dealers to accept other cars. It's not any specific line," although he felt more pressure to take Fuego and 18i.

"It's more that if you don't join the program, you won't get the merchandise you want," he concluded.

There was also reported pressure to take "wheel cars," i.e., cars built for factory stock (not any one dealer).

"To get into their program you had to buy a certain number of those cars," dealer sources said.

"The field people are really starting to feel their oats," added another source. "When you order some Alliances, they're saying you must have full-line representation. They're forcing other cars on you." This came from two dual-make dealers.

Said an AMC spokesman: "There is no companywide, regionwide or whatever plan to force any dealers to take any cars of any kind."

• AMC's problems may be viewed in terms of its working capital margins, which have been slim.

AMC's working capital at the end of 1982 was $73.8 million — down sharply from $164.6 million at the end of 1981. And that, in turn, was down from $190.4 million at the end of 1980.

In releasing the 1982 results, AMC warned that the economic difficulties in Mexico plus the heavy launch costs of the new line of Jeeps plus additional Alliance-based cars would have an adverse effect on the firm for the first two quarters of 1983.

To help with the cost, Renault on Feb. 2 loaned AMC $50 million in 20-year notes.

One analyst said the very success of the Alliance, plus the cost of bringing out other new models, has "put them into a bind." But he views it as a common problem in the industry.

"Working capital in relation to sales is a pittance of what it used to be," he said. "Everybody's in the same chute."

• AMC's working capital, although slim, is still on the positive side compared with Ford Motor Co., for example, which has a negative working capital balance, he pointed out.

He described it as "a complicated game, not an easy story. The companies are all denying what we (financial analysts) have been saying — that their working capital is too slim."

AMC is working on major new products that must be funded immediately, he pointed out. "Those are out-of-pocket costs."

The successful new Alliance, acknowledged as a winner by everyone, is ironically also taking its toll.

"With the sales increasing, they're building more product (Alliance)," the analyst said. "They have to increase their components purchases, materials — everything right down the line — and that puts them into a short-term cash bind."

An attorney who represents an American Motors dealer group and groups of Ford and Volkswagen dealers, added: "All the manufacturers are not in a great hurry to pay monies owed them. Whether its contests, warranties . . . "We're always talking to manufacturers about paying their bills."

Mitsubishi point

LYNN, Mass. — North Shore Mitsubishi has opened here.

Directory lists all U.S. dealers

OMAHA. — A comprehensive directory of all new-car dealers in the U. S. is now available, with over 27,000 dealers listed.

Listings are arranged by states, with cities listed alphabetically within the states and with dealers arranged alphabetically within cities.

The 1983 New Car Dealer Directory is available from American Business Directories, Inc., P.O. Box 27347, Omaha, Neb. 68127. Price is $295.

Outlook appears cloudy for local-content measure

Continued from Page 2

ten to Senator Packwood to express its continuing opposition to the local-content bill. What is new, however, is a separate statement by FTC Commissioner Michael Pertschuk.

Pertschuk, while still believing that the UAW bill is "not in the long-run public interest," dissented from the position that "principles of free trade and free market economics" means that "no industry ever deserves even limited, temporary protection."

He also rejected the idea that "strategic intervention by government to support domestic industry by providing advantages similar to those provided by foreign governments to their own industry is never warranted."

He added that almost all countries — including Japan — have nurtured fledgling industries and protected their health during periods of transition.

Further, in autos and steel, such transition is taking place looking ahead a decade or so, Pertschuk said.

He named three goals for the transition: 1. "To the extent that the automobile industry plays a smaller role in our economy than in the past, the government should intervene to prevent tremendous dislocation for the workers and the communities involved, including a substantial commitment to retraining.

2. "The American auto industry should emerge more efficient and more competitive with increased quality in its products and increased worker productivity.

3. "The American consumer should not be forced to suffer significantly higher prices and loss of access to foreign products during the transition period, as a result of government intervention on behalf of the industry."

Ford expected to supply air-bag cars for U.S. test

Continued from Page 8

and the data is questionable since they will be used with shoulder harnesses.

What additional protection is given can be found only by comparing the accidents with accidents of other government-belted drivers. In real life, it is not too meaningful since only about one out of 10 drivers wears belts.

The second purpose is to provide additional exposure of air-bag technology to the public to encourage acceptability in the marketplace. This is also overblown since at maximum only 5,000 drivers will be exposed, not the general public.

The third purpose is to show reliability and maintainability of the system. Those who have operated air-bag fleets — GM, Mercedes-Benz, Allstate, Volvo — have no questions about this, and Mercedes' new try at selling its driver-only air-bag system could also provide this data.

The fourth purpose is to show that industry will incorporate air bags without regulation. It seems doubtful that this program will show this — with only one prospective bidder. Besides, Mercedes' new plan is already going to test the marketplace.

The fifth purpose is to encourage private fleets to buy driver air-bagged vehicles. This seems extremely remote unless air bags bcome very cheap or insurance costs savings are very large.

Nonetheless, the first program is under way. Former administrators of NHTSA have tried, but what they wanted was a test of the air bags themselves — not a system using shoulder belts that can prevent or attenuate ride-down.

While the earlier plans would have allowed a lap belt — useful in the rare rollover — the data would not have been clouded by the shoulder belt. However, the earlier proposals failed because no manufacturer would accept the compliance and liability problems foreseen with air-bag and lap belt only.

Chevrolet deal expands for AMC, Renault, Jeep

SAN ANTONIO. — Ancira-Winton, a Chevrolet dealership here, is building a new facility for American Motors, Renault and Jeep vehicles.

The new showroom will have 10 sales offices as well as parts and service facilities.

Rental J-cars use European unit

GM is testing no-cut windshield

DETROIT.—NHTSA has OK'd a General Motors field test of 2,500 cars fitted with a windshield that offers added protection from lacerations.

If approved for widespread use, the windshields could drastically reduce facial cuts in accidents, GM said.

President F. James McDonald said Chevrolet Cavaliers and Pontiac 2000s in rental fleets will be used in the evaluation. The main objective will be to investigate durability, scratch resistance and any tendency of additional plastic to hazing.

Interior scratch resistance requirements under federal motor vehicle safety standards are not met by the new glass, although it meets all other safety standards, GM said.

Plastic-glazed windshields have been used in Europe. They currently are installed in some 50,000 Audi, Porsche, Opel and Peugeot cars there.

GM engineers said introduction of high penetration resistance windshields by the U. S. industry in the mid-1960s all but eliminated extreme, or life-threatening lacerations from windshields in accidents. Injuries today are usually more cosmetic than life threatening.

Engineers said that if these experimental windshields prove satisfactory, they could significantly reduce the chances of even small facial cuts being inflicted by windshields broken in an accident.

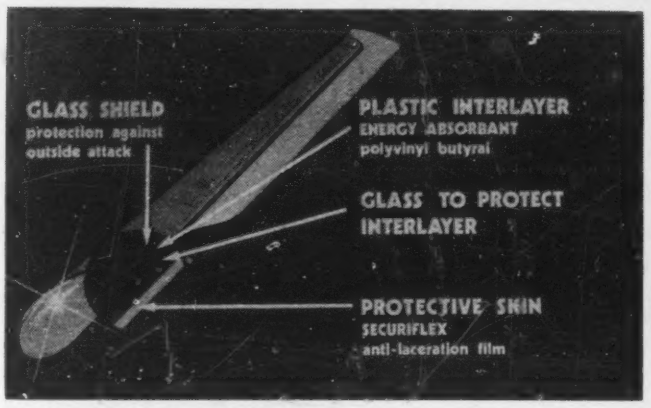
• The first test car was produced Feb. 16 at GM's Lordstown (O.) assembly plant, and the final one is expected to be built by mid-April. In rental service, experience with scratch resistance will accrue more quickly than in normal use, GM said.

The experimental windshields are built in the U. S. and flown to Germany where they receive the interior polyurethane coat. They are then flown back to this country for installation at Lordstown.

The anti-laceration windshield, Securiflex inner guard, was developed by Saint-Gobain Vitrage, a European glass maker.

St. Gobain said it has no plans to ship the Securiflex windshield to the U. S. for installation in other cars and has no plans to make the windshields here. Instead, it said it prefers to make the technology available to U. S. glass makers.

"The additional cost to the automobile companies of the inclusion of the anti-lacerative windshield in American-manufactured cars is estimated to be on the order of $30 per vehicle on a volume production basis," Saint Gobain said.



Anti-lacerative windshield

A new generation of windshield, this one designed to eliminate the cosmetic type of facial injury, is being tested in rental fleets by General Motors. NHTSA had to approve the test because the new windshield doesn't meet U. S. scratch-resistance standards on the inside. Windshields being tested are made in Europe by Saint-Gobain Vitrage.

Used-car auction directory

CONNECTICUT

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MICHIGAN

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factories list auction dates

American Motors

March 16 — Southern Auto Auction, East Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.

March 17—Minneapolis North Star Auto Auction, Shakopee, Minn.

March 18—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 22—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

March 23—Metro Milwaukee Auto Auction, Caledonia, Wis.; Sand Mountain Auto Auction, Boaz, Ala.

March 24—Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind.; Gene Radcliffe's Mid-America Auto Auction, Wichita, Kans.

March 30—Southern Auto Auction, East Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.

March 31—Minneapolis North Star Auto Auction, Shakopee, Minn.

Ford Motor Co.

March 15—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex.

March 16—Minneapolis North Star Auto Auction, Shakopee, Minn.

March 17—Nashville Auto Auction, Nashville, Tenn.

March 22—Harrisonburg Auto Auction, Harrisonburg, Va.

March 23—Golden Gate Auto Auction, Fremont, Calif.; Central States Auto Auction, Mason City, Ia.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Northway Exchange, Clifton Park, N. Y.

March 29—South Seattle Auto Auction, Kent, Wash.

Chrysler Corp.

March 15—Arena Auto Auction, Chicago.

March 22—Aptco Auto Auction, Taylor, Mich.; Baltimore-Washington Auto Exchange, Baltimore.

March 29 — NuCarPrep System, Santa Fe Springs, Calif.

March 30—St. Pete Auto Auction, Clearwater, Fla.

Used Car Sales

Auction Averages

March to date	$5,002
Month ago	$4,744
Year ago	$4,858

Model breakdown

Auction Averages

	March To Date	February	January
1983	$11,050	$12,350	$10,679
1982	8,069	7,711	7,253
1981	5,893	5,989	5,844
1980	5,147	5,013	4,814
1979	4,520	4,398	4,235
1978	3,448	3,293	3,175
1977	2,658	2,378	2,573
1976	2,000	1,773	1,679
Overall Average	$5,002	$4,733	$4,646

Trade commission studies position of robotics industry

WASHINGTON. — The competitive position of the U. S. robotics industry in domestic and international markets is being studied by the U. S. International Trade Commission (ITC).

The commission will be assessing capital, labor, technology and other factors affecting making and using robotics here and abroad.

Further information can be obtained from Nelson Hogge, Machinery and Equipment Division, U. S. International Trade Commission, Washington, D. C. 20436.

Statements should be sent to the Secretary, ITC, 701 E Street, NW, Washington, D. C. 20436.

RV shipments rise 8 pct. to 258,000; best since '79

Continued from Page 18

proximately 105,500 units, an increase of 1.5 percent over the year-earlier 103,000.

During the year, manufacturers delivered 65,500 travel trailers, both conventional, and fifth-wheelers. The count was 2.7 percent higher than the 63,800 units shipped in 1981.

Folding camping trailers, generally the lowest-priced RVs and normally considered RV-lifestyle entry units, were down 2 percent last year to 34,300 vehicles, compared with 35,000 in 1981.

Shipments of truck campers in the 12-month period totaled 5,700 units, an increase of 11.8 percent over the previous year's 5,100. Since 1977, when 31,900 truck campers were shipped, this category has been declining in popularity.

Total motor-home shipments in the last year were up 16.4 percent to 41,200 units, compared with 35,400 the previous year.

During the year, manufacturers delivered 19,300 conventional (Type A) units, a gain of 35 percent over the year-earlier 14,300. Chopped vans — mini, low-profile and compact motor homes—were up 4 percent, from 17,300 units in 1981 to 18,000.

• Van campers, a panel-type truck to which at least two convenience items have been added, were up 2.6 percent to 3,900 units in 1982, compared with 3,800 in 1981.

Shipments of multi-use vehicles during the year totaled 111,300 units, an increase of 11.5 percent over the 99,800 delivered in the previous year.

RVIA defines a multi-use vehicle as one designed for the transportation of people and/or property and altered by the manufacturer for aesthetic or decorative purposes. Changes may include windows, carpeting, paneling, seats, sofas and accessories.

Increase by GM sparks upturn

Week's car output rises to 118,366

Hikes in General Motors output last week helped boost U. S. auto production to an estimated 118,366 units, up 1.58 percent from 116,522 built the previous week, and up slightly from last year's 118,004.

GM production last week was 71,563, up 6.84 percent from the 66,980 built the previous week. However, that output was below last year's 73,166.

Year-to-date output through March 12, was 1,140,526, up 41.97 percent from last year's 803,381.

American Motors was also able to boost its output last week, to 3,905 up 20.49 percent from the previous week's 3,241. The increase was due to Eagle production which was phased out at the Kenosha plant last week and moved to AMC's Brampton (Ont.) plant.

Kenosha will now build only the AMC/Renault Alliance. The Eagle line was idle in Kenosha the previous week to balance inventory.

While GM production increased last week, no heavy overtime was scheduled. Doraville, source of the Oldsmobile Cutlass Ciera and Buick Century, worked overtime last Saturday. The Cadillac Detroit facility also worked last Saturday and 1.6 hours of overtime Monday through Friday last week.

Overtime was also scheduled at Ford's St. Louis plant, source of the Grand Marquis and Crown Victoria.

Chrysler's Jefferson Ave. plant, source of the Aries, Dodge 400, LeBaron, Dodge 600, Caravelle, Chrysler E-Class and New Yorker, worked nine-hour shifts last week as did the Newark plant, source of Reliant and Aries.

Beginning today (March 14), GM will reopen its Framingham plant, building the Chevrolet Celebrity and Oldsmobile Cutlass Ciera on one shift at 45 an hour. Framingham has been idle since Oct. 1, 1982. About 1,800 workers will return to their jobs.

Last week also marked a production increase for the Chevrolet Cavalier and Pontiac 2000 as output rose from one shift at 68 an hour to two shifts at 68 an hour at the Lordstown plant.

GM also increased production of the Buick Regal, Chevrolet Monte Carlo and Malibu last week when the Arlington plant went from 45 units an hour on two shifts to 56 an hour on two shifts.

Ford began building its new Thunderbird Turbo Coupe at the Lorain assembly plant last week. The plant also builds the Cougar and the regular Thunderbird.

According to Harold A. Poling, executive vice president, Ford North American Automotive Operations, there were 70,000 orders for the new models on hand on Feb. 17 when the cars were introduced. So far, Lorain has produced 26,600.

Ford's Dearborn plant, source of Mustang and Capri, and the San Jose operation, source of Escort, Lynx, LN7 and EXP, were idle last week to balance inventories. San Jose was also down the previous week.

Production breakdown by company for last week was: GM, 60.5 percent; Ford, 20.6 percent; Chrysler, 13.3 percent; AMC, 3.3 percent; Volkswagen of America, 1.8 percent and Honda, 0.5 percent.

Canadian car output steady; 16,585 assembled for week

Improved output at General Motors and Chrysler helped keep Canadian production stable last week even though American Motors closed its Brampton plant.

Auto production last week was 16,585, up slightly from the previous week's 16,533 but off 5.45 percent from last year's 17,541.

Year-to-date output jumped to 180,377, up 25.90 percent from last year's 143,266.

Canadian truck production last week was 10,200, up 3.04 percent from the previous week's 9,899, but off 10.53 percent from last year's 11,401.

Year-to-date truck production was 91,470, up 4.73 percent from last year's 87,343.

Beginning today (March 14), Chrysler will increase production at its Windsor car plant, source of the Gran Fury, Diplomat, Caravelle Salon, Cordoba, Mirada, Imperial, and New Yorker Fifth Ave., from 47 an hour to 50 an hour.

AMC will reopen its Brampton plant today after a week's shutdown to balance inventories. The plant reduced daily output from 192 to 160 at the beginning of March, laying off 150 workers. Brampton builds the Spirit, Concord, SX-4 and Eagle.

While production remained stable last week, it should pick up this week when Ford reopens its St. Thomas facility, source of Escort, Lynx, LN7 and EXP. That plant has been down for inventory adjustment and will resume operations today.

Ford's Oakville plant remains down for conversion to the Tempo/Topaz. The plant, which was building the Crown Victoria, shut down Feb. 21 and will resume full production the week of April 11.

In the truck operations, International Harvester will resume work today after a five-week closure due to a strike. The plant has been idle since Feb. 7. A new contract was ratified March 8.

GM is adding a second shift to its Oshawa truck plant. The company began recalling workers in stages on Feb. 28 with full production expected the week of April 4. The plant will then build 720 units a day.

The second shift will require an additional 1,250 workers, 665 will come from the laid-off workforce and the other 585 will be either new hires or transfers from other GM facilities.

With the second shift at Oshawa, all GM Canadian car and truck plants will be working double shifts.

Elges named president of Richard Petty Fund

DAYTONA BEACH.—George R. Elges, retired General Motors vice president, has been named president of the Richard Petty Fund of the Daytona Beach Community College Foundation.

The Petty Fund was established to raise scholarship funds and to distribute grants to qualified students in automotive mechanics and related programs at DBCC. The fund is also a depository for gifts of automotive equipment.

Jeep plant down, truck production declines for week

U. S. truck production fell last week as American Motors' Jeep facility in Toledo closed for inventory adjustment.

Last week's output was 47,070, off 4.37 percent from the previous week's 49,223, but up 6.77 percent from last year's 44,085.

AMC closed its Jeep operations last week and will resume output of the CJ line today (March 14). Production of the Wagoneer and Cherokee will resume on March 21.

Year-to-date truck production through March 12 was 388,513, up 10.57 percent from last year's 351,388.

Overtime was scheduled at four plants last week. Ford worked Saturday at its Lorain plant. General Motors' Janesville plant worked 2 shifts on Saturday, and the heavy-duty line in Pontiac worked one shift. And for the sixth consecutive week, Chrysler's Warren truck plant worked nine-hour days Monday through Friday last week.

GM will increase van output at the Lordstown facility beginning today (March 14) from 24 an hour on two shifts to 29 an hour on two shifts. About 300 workers will return.

U. S. CAR PRODUCTION

	Week Ended March 12, 1983	Week Ended March 13, 1982	Week Ended March 5, 1983	March to Date	Jan. 1 to March 13, 1982	Jan. 1 to March 12, 1983
AMERICAN MOTORS	3,905	1,600*	3,241	4,553	9,734*	34,910
AMC Total	745	.....	.....	745	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	745	.....	.....	745	.....	4,068
Renault Total	3,160	.....	3,241	3,808	.....	30,839
Alliance	3,160	.....	3,241	3,808	.....	30,839
CHRYSLER CORP.	15,800	13,104	17,928	19,385	99,603	138,356
Plymouth Total	6,700	5,450	6,931	8,086	42,394	52,035
Horizon	2,300	2,310	2,039	2,708	12,680	16,064
Reliant	4,300	3,140	4,830	5,266	29,714	35,364
Caravelle ('83)	100	.....	62	112	.....	607
Chrysler Total	3,000	2,989	3,566	3,713	17,839	30,977
LeBaron	1,500	2,989	1,614	1,823	17,839	15,436
Chrysler E-Class	1,500	.....	1,952	1,890	.....	15,541
Dodge Total	6,100	4,665	7,431	7,586	39,370	55,344
Omni	1,900	2,075	2,368	2,373	11,566	16,966
Aries	2,900	2,343	3,384	3,577	22,492	25,615
Dodge 400	500	247	575	615	5,312	5,181
Dodge 600	800	.....	1,104	1,021	.....	7,582
FORD MOTOR	24,383	26,685	25,856	29,555	151,560	261,727
Ford Division	16,220	17,113	17,684	19,757	90,083	169,623
Escort	5,974	7,319	4,406	6,855	41,420	45,580
Fairmont	.....	3,004	.....	.....	13,043	23,728
Mustang	.....	4,080	3,417	683	17,261	22,141
LTD/Granada	3,402	1,374	3,368	4,076	12,741	34,415
Thunderbird	4,661	1,153	4,295	5,520	4,861	28,094
Crown Victoria/Ford	2,183	.....	2,198	2,623	.....	14,955
EXP	.....	183	.....	.....	757	710
L-M Division	8,163	9,572	8,172	9,798	61,477	92,104
Mercury Total	6,099	7,489	6,087	7,317	42,344	70,736
Lynx	1,384	2,215	874	1,559	11,936	11,487
Capri	.....	1,351	609	122	4,245	4,425
Zephyr	.....	876	.....	.....	4,622	8,601
Marquis/Cougar	1,117	643	1,113	1,340	7,059	11,586
Cougar/XR7	1,581	480	1,469	1,875	1,650	10,764
Gr. Marquis/Marquis	2,017	1,905	2,022	2,421	12,644	23,631
LN7	.....	19	.....	.....	188	242
Lincoln Total	2,064	2,083	2,085	2,481	19,133	21,368
Continental ('82)	413	417	417	496	4,356	4,268
Lincoln	975	832	895	1,154	7,659	9,412
Mark VI	676	834	773	831	7,118	7,688
GENERAL MOTORS	71,563	73,166	66,980	84,959	520,957	683,024
Buick Division	16,464	16,970	17,748	20,014	127,121	165,455
Skylark	1,521	3,515	2,967	2,114	21,055	19,986
Skyhawk J	1,380	2,486	1,388	1,658	14,455	14,247
Century	4,001	2,613	3,513	4,704	24,520	30,278
Regal	4,236	4,727	4,294	5,095	30,464	49,286
Buick	4,531	2,861	4,812	5,493	31,780	44,674
Riviera	795	768	774	950	4,847	7,074
Cadillac Division	7,555	5,483	6,781	8,911	46,041	68,605
Cimarron	635	278	488	733	773	5,242
Seville	685	690	729	831	4,253	7,324
Eldorado	1,555	1,355	1,562	1,867	11,583	15,702
Cadillac	4,680	3,160	4,002	5,480	29,432	40,337
Chevrolet Division	22,305	24,856	17,888	25,882	132,887	195,980
Chevette	4,286	6,709	4,575	5,201	20,052	39,987
Cavalier	4,233	3,436	3,435	4,920	19,056	34,962
Celebrity	820	1,655	821	984	8,761	10,672
Camaro	3,855	4,467	2,046	4,264	37,655	34,871
Citation	3,020	3,187	1,176	3,255	17,544	22,730
Malibu	2,858	3,009	2,833	3,425	12,093	25,836
Monte Carlo	1,678	1,404	1,674	2,013	8,009	16,107
Chevrolet	955	387	962	1,147	3,871	8,842
Corvette	600	602	366	673	5,846	1,973
Oldsmobile Division	17,861	17,265	18,765	21,614	151,729	185,238
Omega	1,009	1,785	2,159	1,441	13,642	14,895
Firenza	790	2,198	797	949	20,344	7,555
Cutlass	5,100	4,828	5,082	6,116	36,669	54,637
Cutlass/Ciera	3,339	2,092	3,020	3,944	20,407	31,640
Oldsmobile	6,763	5,516	6,856	8,134	53 277	68,431
Toronado	860	846	851	1,030	7,390	8,080
Pontiac Division	7,378	8,592	5,798	8,538	63,179	67,746
Acadian†	.....	465	409	82	612	3,083
2000	1,377	464	1,453	1,668	2,716	15,727
1000	1,314	333	1,082	1,530	1,383	8,304
Firebird	2,347	2,416	1,103	2,568	20,574	16,285
Phoenix	580	537	.....	580	4,941	5,778
G. Prix/B'ville ('83)	1,760	3,305	1,751	2,110	31,558	18,569
A6000	.....	1,072	.....	.....	1,395	.....
HONDA	600	.....	588	718	.....	4,141
VOLKSWAGEN	2,115	3,449	1,929	2,501	20,827	18,368
CHECKER	.....	.....	.....	.....	700*	.....
Total Cars, U. S.	118,366	118,004	116,522	141,671	803,381	1,140,526

CANADIAN CAR PRODUCTION

	Week Ended March 12, 1983	Week Ended March 13, 1982	Week Ended March 5, 1983	March to Date	Jan. 1 to March 13, 1982	Jan. 1 to March 12, 1983
AMERICAN MOTORS	.....	609	979	196	4,970	5,832
CHRYSLER CORP.	4,512	3,464	3,824	5,277	33,108	41,714
FORD MOTOR	48	8,351	48	58	36,302	34,161
GENERAL MOTORS	11,800	4,892	11,457	14,091	66,637	96,465
VOLVO	225	225	225	270	2,249	2,205
Total Cars, Canada	16,585	17,541	16,533	19,892	143,266	180,377
N. American Cars	134,951	135,545	133,055	161,563	646,647	1,320,903
N. American Trucks	57,270	52,604	59,122	69,094	438,731	479,993
North American Cars and Trucks	192,221	191,031	192,177	230,657	1,385,378	1,800,896

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 12, 1983	Week Ended March 13, 1982	Week Ended March 5, 1983	March to Date	Jan. 1 to March 13, 1982	Jan. 1 to March 12, 1983
CHEVROLET	16,361	12,689	16,462	19,653	125,356	136,906
DODGE	2,800	3,562	3,236	3,447	22,747	22,398
FORD	20,097	14,965	20,279	24,153	116,467	154,001
GMC	5,492	4,892	4,692	6,430	43,479	44,231
INTERNATIONAL	1,035	1,162	1,032	1,241	10,218*	8,771
VOLKSWAGEN	235	3,565	214	278	4,062	523
JEEP	.....	1,800*	2,258	452*	14,659*	11,183
AM GENERAL	50*	50*	50*	60*	400*	500*
MISCELLANEOUS	1,000*	1,400*	1,000*	1,200*	14,000*	10,000*
Total Trucks, U. S.	47,070	44,085	49,223	56,914	351,388	388,513

CANADIAN TRUCK PRODUCTION

	Week Ended March 12, 1983	Week Ended March 13, 1982	Week Ended March 5, 1983	March to Date	Jan. 1 to March 13, 1982	Jan. 1 to March 12, 1983
CHRYSLER CORP.	2,652	2,035	2,269	3,106	17,484	26,184
FORD MOTOR	3,188	3,160	3,185	3,825	20,519	22,102
GENERAL MOTORS	4,360	5,936	4,445	5,249	46,973	42,356
INTERNATIONAL	.....	270	.....	.....	2,367	828
Total Trucks, Canada	10,200	11,401	9,899	12,180	87,343	91,470
N. American Trucks	57,270	55,486	59,122	69,094	438,731	479,993

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Europeans gear for sales gains, hot competition

Stable market, high profits linked to upscale products

By John A. Russell
New York Staff Writer

NEW YORK. — Most European auto importers enjoyed sales gains in 1982, and project the same for 1983 since they mostly concentrate on the upscale market segment. But while that market base is expanding, Europeans are gearing for something they see coming on in force over the next few years: Hotter competition from both the domestic and Japanese auto makers.

As one executive said, the market — covering cars in the $11,000 to $15,000-plus range — was basically an exclusive domain of the European importers until the last few years. It is a market inhabited by upper-income people relatively untouched by the economic recession.

The stability of the market makes it attractive, and profits are higher for both manufacturers and dealers.

Noting this, domestic manufacturers are now coming on strongly and the Japanese, because of quotas on exports to the U. S., are enriching their model mix to maximize profits during the period of voluntary restraint.

European importers, meantime, are also expanding their efforts in other areas they think will help them maintain or increase their overall market share. The effort focuses heavily on customer satisfaction and tuning dealers to the concept that they are selling "transportation packages" rather than cars.

In analyzing their competition, European import executives seem to agree that new competitors are trying to play catch-up with a moving target.

Besides expanding their model offerings, trying to turn the "transportation package" concept into reality, European importers believe they have the advantage of a "consistent image," compared to their domestic and Japanese competition.

William Hoover, vice president-marketing of Volvo of America, believes Japanese car makers still have credibility problems in the market segment but are overcoming it by "loading the cars up," which appeals to the domestic buyers.

As for domestic auto makers, Hoover believes their credibility problems lie in product quality. But he does not underestimate the ability of both groups to overcome their problems.

European importers do not boast massive sales compared with most Japanese and the domestic car companies. Only one European has broken the 70,000 annual mark. Total European import sales in 1982 (including Volkswagen imports) was just 417,508.

With the upscale U. S. market projected to reach 1.5 million this year, there is plenty to go around. The European importers have no dreams of capturing the major portion of the upscale market, but do intend to benefit from the market-base increase.

Domestic manufacturers have begun to compare their wares to European products in the upscale category. Most European executives feel this will help more than hurt them for several reasons. First, it will influence U. S. car buyers "to try the original" and will boost their sales.

Also, each European car maker for years has moved to develop its own distinct identity, and import executives believe this is a key to their market success, even though they are not talking large numbers.

BMW

At BMW of North America there is general agreement that the upscale market is heating up, particularly for its 3-series car in the $15,000 to $20,000 price range. BMW is responding in several ways, which company officials see as a logical development based on company growth.

J. Gordon Bingham, senior vice president of BMW of North America, views the expansion as an opportunity and says it will follow three distinct courses.

The key is product and value for the money, according to Bingham, and the company intends to maintain that approach. It will also broaden its model range. Bingham notes that with over 52,000 sales in 1982 and looking at 56,000 in '83, BMW has reached the point of moving into its next stage with a broadened model lineup.

Bingham says candidly that one model in each segment — the 3-series, 5-series, 6-series and 7-series — was not enough. Consequently, there are now two models in the 5-series, and plans call for three models in the 3-series.

John A. Cook, president of BMW, said the intent also is to target marketing techniques and better serve the dealer body, although research shows "the type of person" who buys a BMW in the northeast is the same as the southwest.

Bingham says strategic planning for the '80s also focuses on customer satisfaction.

Introduction of a 36-month/36,000-mile warranty and six-year rust-perforation warranty, Bingham believes, is "a statement" to consumers. He says in this era it's not a question of consumer brand loyalty, but "the brand must be loyal to consumers."

Both Bingham and Cook stress the company has no intention of changing its "Ultimate Driving Machine" ad theme that has been successful over the years.

BMW has enjoyed domestic-car conquests. In 1981 42 percent of the 3-series buyers came from the luxury and other domestic categories. For the 5-series it was 41 percent, 6-series 36 percent and 7-series 49 percent. Cook contends BMW has become "a standard to be measured by" and competitive advertising by other manufacturers "increases the awareness" of BMW products.

Jaguar

Jaguar is coming off an extremely good year with sales up 120 percent over 1981 at 10,349.

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Dealers offer 188 models

Greater variety among 26 makers

By John K. Teahen Jr.
Managing Editor

Dealers handling the leading makes of imported cars are currently offering 188 models to tempt buyers, the annual Automotive News survey finds.

The total is up slightly from the 180 selections in the showrooms at this time last year and the 181 on hand two years ago.

Going back a bit farther, there were 156 import models in the spring of 1980, 158 in 1979 and 150 in 1978.

This year's 188 choices are offered by 26 makes, and they account for all but a handful of the imported cars sold in the U. S.

There is one newcomer in the list of the 26 leading makes — Mitsubishi, which began selling cars under its own nameplate in this country last fall. The Japanese firm still supplies Chrysler Corp. with the Dodge Colt and Plymouth Colt.

Plymouth Colt, incidentally, is a new name. It replaced the Mitsubishi-made Plymouth Champ for the 1983 model year as Chrysler decided to put all its imported cars under the Colt banner.

One make has left the field. Lancia is no longer imported into the U. S. The DeLorean car is no longer in production, but it is included in this year's model count since dealers still have a supply of them on hand.

As befits the sales leaders, Toyota and Nissan/Datsun have the most models among the imports. Toyota has 28; Nissan/Datsun has 22.

Both are heavy on two-doors. Toyota has 17 of them and Nissan/Datsun has 15.

That's the case throughout the import field. The current total consists of 102 two-door (coupes, hardtops, sedans, hatchbacks), 61 four-door sedans, 20 four-door wagons and five convertibles.

A year ago, the breakout was 103 two-doors, 52 four-door sedans, 21 four-door wagons and four convertibles.

Some of the imports call their hatchback "three-door" or "five-door" models. Only the side doors are counted in this tabulation.

• Last year, the imports lost their exclusivity in convertibles. The domestics abandoned the ragtop in the early '70s, and they didn't revive it until 1982. Now, there are more domestic convertibles (six) than imports (five).

The imports added one soft-top this year with the introduction of the Porsche 911-SC Cabriolet. Convertibles also are listed by Volkswagen, Fiat, Alfa Romeo and Rolls-Royce among the leading imports.

There are a few coupe-roadster types (Fiat X 1/9, Porsche 911-SC Targa and Mercedes-Benz 380-SL), but they are

Continued on Page E-34

Imports hold the line on prices

Popular-priced models rise less than 1 pct.

By John K. Teahen Jr.
Managing Editor

In the last 12 months, the people who guide the fortunes of the best-selling imported cars have found an antidote to "sticker shock."

It's a three-part approach and, simply stated, it is: Cut prices, hold the line on prices or raise prices moderately.

The annual Automotive News analysis discloses that the best-selling — or "popular-priced" — imports have gone up an average of $57.39, or 0.91 percent, in the past year.

That mild increase followed two years of staggering hikes in the import field. The 1982 study found a boost of $488.09, and the 1981 check showed a rise of $812.60.

Going back a few more years, the popular-priced imports went up an average of $187.89 in the 1980 analysis, $690.02 in 1979 and $435.38 in 1978.

One must go back to the 1970 check to find an average hike that is lower than this year's. The 1970 report found a boost of $55.19.

This year's $57.39 is based on a comparison of 72 models offered by nine makes. Cutoff point was $8,000. Cars in that price range accounted for 60.40 percent of the imported autos sold in the U. S. last year.

• That market-share figure of 60.40 percent is something of a story all by itself. It means that two out of every five import buyers are willing to pay more than $8,000 for their foreign car.

Obviously, price is not the only consideration when a customer decides to go import instead of domestic.

The situation was considerably different in 1970, when

Import Price List on Pages E-44 & E-46

Automotive News began its import price analyses. That year, the cutoff point for the popular-priced class was $3,000 and 93.5 percent of import sales were in that price range.

Today, as noted, the popular-priced group goes up to $8,000, but it catches only 60.4 percent of sales. It was 69.8 percent a year ago.

The 72 models in this year's under-$8,000 comparison are offered by Toyota, Datsun (Nissan), Honda, Mazda, Subaru, Renault, Isuzu, Dodge Colt and Plymouth Colt.

Four of those makes are priced lower than they were at this time last year. Renault Le Car is down an average of $267, and there have been sticker reductions averaging $136 for Dodge Colt and Plymouth Colt and $5 for Isuzu.

Year-to-year increases were posted by the import field's five

Continued on Page E-46, Col. 1

The enlarged cab of the 1983½ Nissan compact pickup truck has nearly an inch more headroom and nearly two inches more legroom than were available in the '83 pickup. Seats also have been redesigned.

An enlarged engine is one of a number of improvements in the 1983½-model Nissan 4x4 compact pickups. The engine has been enlarged from the 2.2 liters used in 1983 models to 2.4 liters. Horsepower is up to 103 from 98, and foot/pounds of torque is up to 133 from 127, both at 2,800 RPM.

Spring models on the way from Japan

Honda, Nissan and Toyota lead the way

By Joseph Bohn
Marketing Editor

Honda's new Prelude, Nissan's full line of redesigned trucks and Toyota's new Camry form the nucleus of the three major importers' spring marketing drives.

"Fasten your seat belts" is the headline for new Honda ads, breaking around April 1, which talk about performance, styling and aerodynamics of the restyled Prelude.

Ads kick off in U.S.A. Today with a total of eight color-bleed spreads scheduled, along with double-page spreads in Life and a score of other magazines. There'll be 65 outdoor boards in 15 markets.

Honda is spending $30,700,000 for product advertising in the '83 model year, up slightly from last year, plus another $1,750,000 on a mostly completed corporate campaign. It is also spending $15 million on sales promotion, about $7 million of that earmarked for special dealer advertising allowance.

Dealers get the money in the form of a credit allowance against their parts purchases when they order a car and submit documentation of their advertising.

Prelude gets the lion's share of Honda's budget for about one month only. After that it runs as part of the regular ad mix which includes Civic and Accord. Honda will continue talking about quality and luxury on Accord and fuel efficiency and low cost on Civic.

The company is not doing any special advertising to draw attention to the new Accords being built at Marysville, O. "We're not trying to make a comparison between a Japanese car and an American car. An Accord is an Accord," noted a company official.

Most of Honda's big pitch on becoming an American auto manufacturer came last November in a big corporation campaign. The only things still running are airport car displays and outdoor boards and local ads in Ohio.

The company hasn't upped its '83 budget primarily because of import quotas. Although its new Marysville production gives it more cars to sell, the rate of assembly is still very slow. Honda expects to build only about 50,000 Accords the first year.

The company retains the "Honda. We make it simple" slogan. However, in Prelude ads the sign-off will be, "Honda. The New Prelude." Needham, Harper & Steers, Los Angeles, is the agency.

• Nissan kicked off introduction of its new truck line March 7, with its heaviest barrage yet. About 50 percent of its March/April budget supports the new trucks.

"One - heck - of - a - hunk - of - a - truck" is the new theme line designed to attract "young, upscale truck buyers who buy trucks as an extension of their personalities," noted Joseph Opre, ad manager. He called the campaign a "more macho" pitch.

Nissan reportedly had been unhappy with the high percentage of older buyers in its truck mix. Opre acknowledged that media buys are now being skewed toward younger 18-to-34-year-olds compared to a previous 18-to-49 age pitch. Younger buyers are "where the bulk of the market for compact trucks is," Opre added.

The truck arena has been the real import battleground the past two years as importers, hemmed in by car quota restrictions, tried to expand truck sales while new compact entries by Ford (Ranger) and Chevrolet (S-10) competed against them.

Datsun has been waging as fierce a truck battle as anyone. Its new line of trucks includes a King Cab, Longbed, two-wheel-drive, four-wheel-drive, sport truck, and cab and chassis models.

The new trucks carry a Nissan name (no more Datsun) displayed boldly on the tailgate. "We'll be playing up the Nissan name very heavily" in the introductory campaign, Opre said.

Aside from communicating the name, ads will focus on the all-new nature of the trucks. Every commercial will stress three major elements: Three-person seating and large roomy cab; the most powerful standard engine in its class (the 2.4-liter is the same as Toyota's, but delivers more horsepower and torque); double-wall bed construction.

S-10 and Ranger have double-wall construction; but other importers such as Toyota do not.

One commercial for Nissan's price leader will feature mileage and price ($5,995, 31 MPG); a 4x4 commercial features the model tearing through the Baja and talks about free-wheeling-hubs (no need to stop to change the hubs); a King Cab commercial features it towing a glider plane while talking about its powerful engine.

Typically, commercials begin with a group of singers spelling out the N-I-S-S-A-N name, then going into their "one heck of . . ." theme line which, Opre noted, tested well in cutting through the clutter of truck ads.

Print kicks off with four-page units in 31 magazines — one news weekly and a series of buff books, outdoor, mechanics, motorcycle, sporting. That will be followed by additional bimonthly insertions of smaller size.

A two-page, two-color newspaper is running in 119 markets, plus spot TV in 119 markets. Network TV will include all three networks with prime time shows, movies, lots of news and some sports series (Pro Bowlers, NCAA College).

"With all the truck competition out there, it takes a really heavy hit" to get the message across, Opre noted, citing dramatic increases in spending.

Nissan will mention some of its competitors in ads, such as pointing out that Toyota doesn't have double-wall construction, or that Nissan trucks have more hip room or leg room than domestic competitors.

"But we won't dwell on the competition or put them down," Opre said.

In April Nissan will introduce a new Stanza four-door notchback sedan which completes its line of two and four-door hatchbacks. But it "won't be a major introduction," Opre said, "because the volume isn't there."

Otherwise, the company is staying with current ad lines like "You need this car" for Sentra and "Bet you're gonna want one" for the Pulsar NX sport coupe. Other efforts, such as on the 280 ZX, will continue. William Esty Co. is the agency.

• Toyota's new Camry is being introduced under the headline, "The Family Camry" to draw attention to interior roominess and fuel efficiency in a family-passenger sedan.

The Camry fills the market niche left open by Corona, which hasn't sold for about a year. It is available in five-door liftback and four-door sedan.

"All our commercials for the car broke on TV March 1," noted Warren Christell, vice president of marketing. There is also a full run of magazine.

One magazine ad shows a cutaway of the car to dramatize its roominess, particularly rear seat leg and headroom.

The Camry's base price positions it in the middle of the high-volume compact segment of the market.

Camry will get heavy emphasis from March to June, but Toyota is maintaining emphasis on other lines as well. To make room for Camry sales under its car quota, Toyota had to scale back a little on Corolla, Celica, Supra and Cressida volumes, Christell said.

Toyota strategy is to continue to "keep representation in each of the major small-car segments. It's completely opposite of what many people impute that we're doing," Christell added.

Some importers, coping with quota restrictions, have emphasized high-line models or more heavily equipped cars to retain

Continued on Page E-38, Col. 3

Toyota continues its "Oh What A Feeling!" theme in ads introducing the new family-oriented Camry compact.

It was a simple ad with a simple headline: "Help Wanted." All Doyle Dane Bernbach did was collect 16 of its better-known Volkswagen, Porsche and Audi ads, and run them once in Detroit's daily newspapers, The Detroit News and Free Press. Yet the ad, created to recruit DDB staff for its new Detroit agency, received some 2,000 responses, the majority from employed ad people. DDB, whose office opens this month, was overwhelmed by the interest in its agency.

Evolution not revolution

Imports sport modest engineering advances

By Roger Rowand
Engineering Editor

Engineering news embodied in 1983 import cars is not of the thunderclap variety.

In some past years there's been a technical boom or two.

There have been, for example, the first years of such niceties as rack and pinion steering, electronic fuel injection, rotary engines, radial tires, disc brakes and more informative instrument displays.

This is not one of those years.

Nonetheless, there are some new — and nearly new — developments in 1983 cars.

The most powerful production car available in North America today, according to Jaguar Rover Triumph Inc., is the Jaguar XJ-S V12.

Under the XJ-S hood is Jaguar's single-overhead cam aluminum V-12 engine. The cylinder heads feature Fireball combustion chambers developed by Swiss engineer Michael May. Specially shaped to rapidly swirl the air/fuel mixture so that it burns rapidly and completely, the chambers make it possible to use very lean mixtures and high compression ratios for maximum energy efficiency and fuel-saving, the company says.

The V-12 compression ratio is 11.5 to one and it develops 262 horsepower at 5,000 RPM on regular unleaded fuel.

The 5.3-liter V-12 (326 cubic inches) has Lucas digital fuel injection, twin-coil electronic ignition and is capable of turning 7,000 RPM. In addition to powering the XJ-S on the street, the V-12 is in the British firm's new XJR-5 endurance racing car.

At the other end of the power spectrum is the car that earned the coveted No. One spot on the EPA's fuel economy charts: The 1983 Honda Civic 1300 FE Hatchback.

The little Japanese car squeezed out 46 miles per gallon on the city driving course and 59 MPG on the highway route.

The FE is powered by Honda's 1,335cc advanced stratified charge engine driving through the front wheels. A 5-speed overdrive manual is the only transmission offered. Suspension is 4-wheel independent and steering is rack and pinion.

New for 1983 is an economy driving indicator, which boosts fuel economy by lighting up whenever the driver should shift to the next higher gear.

Also making claims for a first is Peugeot with its 1983 505 Turbodiesel. The French-made car is powered by the American market's first four-cylinder turbocharged diesel engine.

Says the company: "This car brings together the performance of a gasoline car and the economy and durability of a diesel." The Peugeot-built XD2S engine is a true diesel, not a converted gasoline job.

From American Motors-Renault for 1983 there are cosmetic changes in the Renault Fuego, Renault 18i and Le Car.

Mercedes-Benz '83 offerings exhibit technical and detail improvements. The three gasoline models, the two-seat 380SL coupe/roadster, long-wheelbase 380SEL sedan and limited-edition 380SEC sport coupe, are all driven by the German firm's

Continued on Page E-32, Col. 5

Pickup outlook is bright

Imports still outsell domestic compact trucks

By Jack Walsh
Truck Editor

With the introduction of the domestic compact pickup trucks in volume in the 1982 model year, units imported from Japan suffered a drastic decline in share of market but did exceptionally well in spite of the drop in sales of the Chevrolet and Ford captive entries.

In 1981, the imports — both captive and non-captive — accounted for 88 percent of the compact-pickup market. They had 439,171 of the industry total of 498,677 sales.

Last year, the compact-pickup market almost doubled, but the imports' plunged to 53 percent. Still, they outsold the domestic entries, 407,450 units versus 359,-178.

The outlook is bright again in 1983 for continued gains in compact-pickup sales. Importers of the Japanese products expect deliveries to top the 1981 mark, but it's likely that their market share will continue to decline.

In 1983, sales of the compacts are expected to exceed 900,000 units, which would be an increase of more than 17 percent over the approximately 767,000 small pickups delivered in calendar 1982.

• Robert C. Stempel, Chevrolet general manager, said compact-truck sales in 1983 "will continue to be fiercely competitive, with a wider choice of models and equipment available to buyers."

While Stempel has said only that sales of the compacts will total "900,000 plus" this year, C. P. (Chuck) King, senior vice president-sales, Nissan Motor Corp. in U.S.A., is more explicit.

He said he expects deliveries of the small trucks in 1983 will reach 936,000 units, and that the imports' share will be about 455,000.

At the press introduction of a new 1983½ Nissan pickup last month, King said "we see Nissan sales of 135,000 trucks in 1983, compared with nearly 108,-000 in 1982.

"The new model," he added, "gives us a strong state-of-the-art vehicle to deal with the expanding competition from U. S. manufacturers."

The 1983½ truck line is being marketed under the Nissan name as part of the company's ongoing identification changeover from Datsun to Nissan, King added.

Toyota Motor Sales, U.S.A., Inc., the No. 1 imported compact-truck distributor, also is looking for 1983 industry sales to exceed 900,000 units. It anticipates an increase in deliveries this year for the eighth consecutive year, from a little more than 144,000 units in 1982 to more than 150,000.

• King said the 1983½ Nissan compact's cab, cargo bed, engine selection, interior and suspension systems also have undergone revision. The new truck "brings to the marketplace increased power and roominess and state-of-the-art engines and suspensions," he added.

The enlarged cab features nearly an inch more headroom and nearly two inches more legroom than available in the '83 Datsun pickup, plus redesigned seats with additional seatback rake to enhance driver and passenger comfort.

The cargo bed features double-wall construction on all trucks except the MPG models. Suspension changes include revised shock-absorber valving and steering linkage for improved ride and handling, ventilated front disc brakes and a front stabilizer bar.

Three new engines are offered: The NAPS-Z 2.4 liter (146 cubic inches) hemispherical-head, overhead-cam unit is the base engine. A 2-liter (120 cubic inches) gasoline MPG engine and a 2.5-liter (152 cubic inches) diesel are optional.

Available transmissions are a five-speed overdrive and a three-speed automatic with lockup torque converter.

The transfer case of the new Nissan 4x4 has been repositioned so that a longer drive shaft between it and the truck's transmission could be used, according to King.

• This allows for improved universal-joint angles and decreased noise and vibration, he added.

The '83½ Nissan trucks will be produced at the Japanese firm's new $600 million manufacturing facility in Smyrna, Tenn., starting in June instead of August, according to Marvin T. Runyon, president, Nissan Motor Mfg. Corp. U.S.A., which will operate the plant.

The first foreign-built compact 4x4 sports/utility vehicle to bow in the U. S. since the introduction of the new domestic entries is the Mitsubishi Montero, a four-passenger vehicle which is expected to have a city-driving rating of 19 MPG and 24 MPG on the highway.

Bob Morgan, marketing services vice president, Mitsubishi Motors Sales of America, Inc., called Montero a "highly refined part-time 4x4 vehicle suitable for both rugged off-pavement travel and everyday driving in city or suburb."

• The Montero, which will go on sale in April, is powered by a 2.6-liter, inline four-cylinder engine producing 105 HP and 139 foot pounds of torque. A five-speed overdrive manual transmission is standard equipment.

Other standard items include power steering and brakes, skid plates, full carpeting, two-tone paint, tinted glass, outside spare-tire mount, tachometer, trip odometer, digital clock, console.

One of the vehicle's most interesting standard features, Morgan said, is a shock-absorbing suspension seat for the driver.

"The seat's springing system," he explained, "is adjustable for the driver's weight and road conditions to increase comfort and reduce fatigue. If the suspension feature is not desired, the seat can be fixed at any one of three heights."

A Sport Option group includes automatic locking hubs, limited slip differential, headlamp washers, rear-window washer/wiper, belt-line accent stripe and a four-speaker AM/FM radio with cassette player.

• Morgan said the suggested retail price for the Montero will range from $9,500 to $11,000, depending on equipment.

Another new foreign entry in the U. S. light-truck market is the 1983½ Volkswagen Vanagon, a German-built vehicle featuring a new water-cooled engine which the company says is more powerful yet even more economical than the air-cooled engine it replaces.

At the Vanagon's recent press briefing, James R. Fuller, vice president, Volkswagen of America's Volkswagen Division, noted that the vehicle is the only one in the U. S. "to successfully bridge the gap between van and wagon."

The Vanagon's new power plant is a flat or "pancake" engine and is called the "Waterboxer" because it is liquid-cooled and the horizontally opposed pistons resemble boxers' fists sparring.

The new engine is standard on all three Vanagon models: Vanagon L, Vanagon GL and the Vanagon Camper.

Contributing to the Waterboxer's increased power output, according to Fuller, are cylinder heads with redesigned high-compression combustion chambers and larger ports and valves, and a new VW-patented "Digi-Jet" fuel injection which digitally programs the fuel/air mixture.

Fuller said the more compact engine—which is mounted over the rear drive wheels for maximum traction and interior room—has 22 percent more horsepower than its air-cooled predecessor.

He added that according to EPA estimates, the Waterboxer is 19 percent more economical in city driving and 23 percent more efficient on the highway.

Toyota Motor Sales, U.S.A., Inc., is offering a limited-volume luxury model to its compact-truck line.

The 1983½ Mojave, which the company said combines "pizzazz and power," is based on the two-wheel drive SR5 long-bed Sport model, and includes luxury standard equipment unavailable on any other Toyota truck.

Production will be limited to 3,500 units, the firm said, and the suggested retail price will be $8,308.

The Mojave features chrome front and rear bumpers, with chrome also complementing the headlamp door, tail-lamp housing, grille and outside mirrors. Other exterior highlights are bronze-tinted glass, color-keyed pinstriping, and special alloy wheels.

• Tie-down hooks and the Toyota logo on the tailgate and front fenders have been eliminated for a sleek appearance, and a locking fuel door has been added.

The Mojave is available in two custom metallic colors: Beige and gold. It also features torsion-bar front suspension.

A four-cylinder, 2.4-liter engine produces 100 HP and 130 foot pounds of torque and there is a five-speed manual transmission. The truck has an EPA mileage rating of 24 MPG in the city and 32 MPG on the highway.

Nissan plant ahead of schedule

Trucks will start rolling off line in June

SMYRNA, Tenn. — The first trucks for American consumers from Nissan Motor Manufacturing Corp. U.S.A.'s new manufacturing facility will be rolling off the assembly lines here in June instead of August, as originally scheduled.

The early startup is attributed to the progress of the construction work and equipment installation and to the "excellent results of the extensive training program for the work force which has been underway since October, 1980," says company President Marvin T. Runyon.

"Daniel Construction Company, the general contractor for the project, and the subcontractors are completing the construction of the facility ahead of schedule," says Runyon. "We also have found that our work force is mastering the skills necessary to build the Nissan trucks much sooner than we had projected through the cooperative venture in training Nissan has with the state of Tennessee."

Launched in February 1981 under an accelerated construction schedule, the $660 million plant located 15 miles southeast of Nashville will build 156,000 light trucks annually. The 3.2 million square-foot facility, one of the most technologically advanced automotive manufacturing operations in the world, will employ over 2,000 people.

According to Runyon, Nissan has already been in the first in a series of start-up phases designed to ensure that the first trucks off the line in June are equal in performance and quality to the counterparts currently being built by Nissan in Japan.

In the first phase, a coordinated equipment trial, Nissan is building test trucks. Plant technicians are being trained as they test out metal stamping apparatus and painting and assembly equipment. They check to ensure, for instance, that door moldings installed in the trim area fit the metal prepared in the body plant and that the approximately 2,500 parts necessary to construct a truck move easily and freely along the 10 miles of overhead conveyors, eight miles of floor conveyors and the multitude of assembly lines.

The second phase of the start-up process, which begins this month, will be a more detailed plant tryout. "Once we complete the equipment trial, we move to the vehicle trial in which we take the newly stamped or assembled parts and make sure they fit together properly. In this second phase, plant technicians receive further training under more stringent conditions," said Runyon. "In both of the first two phases some of the test trucks are sent to Japan for a quality check and to Texas for durability testing. The majority will remain in Smyrna to be dissected so that necessary adjustments can be made in both the assembly and training systems."

In May technicians will begin stamping and assembling vehicles which will be coming off the line in June for distribution to over 1,100 Nissan dealers throughout the U. S.

SUPPLIERS TO NISSAN IN U. S.

As of December, Nissan Motor Manufacturing Corp. U.S.A., which starts to build small trucks this year at a new plant in Smyrna, Tenn., had 24 U. S. suppliers, whose total value of annual contracts were $108,486,000.

According to Nissan, the supplier companies, their locations, products, and the value of their contracts are:

Component	Per Year Worth	Supplier	Location
Seats	$20 million	Hoover Universal Inc.	Murfreesboro, Tenn.
Glass	7.3 million	Ford Motor Co.	Nashville, Tenn.
Windshield wipers	291,000	Tridon Inc.	Smyrna, Tenn.
Air conditioners, heaters	24.8 million	Calsonic Inc.	Shelbyville, Tenn.*
Headlamps	1.5 million	GTE Products Corp., Sylvania	Seymour, Ind.
Steering wheels	1.5 million	Izumi Corp.	New York
Radios	1.8 million	Clarion Corp. of America	Irvin, Calif.
Shock absorbers	2 million	Maremont Corp.	Pulaski, Tenn.
Seatbelts	3 million	American Safety Equipment Corp.	Palmyra, Mo.
Wheels	7.5 million	Kelsey-Hayes Co.	Sedalia, Mo.
Batteries	3.7 million	Globe Battery Div.	Louisville, Ky.
Carpet	3.2 million	J. P. Stevens	Greenville, S. C.
Pressure-sensitive labels	1,500	Crown Label Inc.	Lavergne, Tenn.
Pressure-sensitive labels	35,000	York Tape and Label Corp.	York, Pa.
Certification labels	18,000	Dennison Industrial Systems	Framingham, Mass.
Sound control products	500,000	Globe Industries Inc.	Chicago
Thermoplastic components	375,000	Kusan Mfg. Co.	Nashville
Body side moldings	1.1 million	Custom Trim Products	Atlanta
Vehicle identification plates	5,500	Northern Engraving	Sparta, Wis.
Wheel weights	45,000	Perfect Equipment Co.	Philadelphia
Tire valves	115,000	Schrader Automotive Products	Dickson, Tenn.
Body side graphics	1.7 million	White Advertising	Wichita, Kan.
Tires	11 million	Goodyear Tire & Rubber Co.	Union City, Tenn.
Tires	17 million	General Tire & Rubber Co.	(site unannounced)

*Unofficial.

Import pickups holding their own

J. D. Power predicts a larger market

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Success of General Motors and Ford Motor Co. compact pickups is viewed as a sign that U. S. manufacturers can compete in an area dominated by the Japanese.

Yet a recent study by J. D. Power & Associates concludes that the new domestic small trucks are not making the inroads among traditional import truck buyers as some believe.

The Westlake Village, Calif., market research firm reports that the new Chevrolet S-10 and Ford Ranger trucks, for the most part, owe their market strength to conquest sales in the captive import and full-size pickup segments rather than from the independent Japanese makes.

"What the new compacts have done is keep domestic-oriented buyers in the fold," the Power company said in a recent newsletter. "And the study bears this out — buyers of the new models more closely resemble the lower scale demographics of the traditional full-size truck buyer."

J. D. Power & Associates is predicting an overall increase in the truck market as the economy recovers, with much of the increase attributed to the personal-use segment.

According to the data gathered in the study, import truck buyers are younger, with a higher educational level and income than buyers of full-size domestic and compact-domestic trucks.

Although more upscale, the median purchase price among import truck buyers is more than $2,000 less than the price paid by a full-size pickup buyer. The study reports mini-import median purchase price as $7,820 compared to a median of $8,075 for domestic compact trucks and $10,580 for full-size models.

That lower purchase price may be the reason why both independent and captive import mini-trucks attract more first time truck buyers. Nearly four out of every 10 independent import truck buyers are doing so for the first time. Among captive imports, 35 percent indicated it was their first truck purchase, while 28 percent of domestic compact pickups said they never owned a pickup before. Only 16 percent of full-size pickup buyers said it was their first purchase of such a vehicle.

Among these first time buyers, Toyota, Mazda and Volkswagen reported higher numbers of first-time pickup buyers.

• An interesting note among domestic compact buyers is that the S-10 logged 27 percent of its buyers as first timers, while Ranger attracted only 19 percent. The Ranger is more "truck" looking than the S-10.

Drivetrain choices among import truck buyers are limited by product availability. Consequently, all import trucks have four-cylinder engines. One out of four of those engines is a diesel, however, and 70 percent of the powerplants are mated to five-speed manual transmissions. Another 26 percent are four-speed manuals, while three percent are automatics.

DEMOGRAPHIC PROFILE OF PICKUP TRUCK OWNERS

	Full Size	Domestic Compact	Mini-Imports
Male	90%	89%	86%
Median Age/ Years	41.0	39.8	34.5
Married	78%	74%	70%
College Graduates	17%	21%	33%
Median Income	$31,500	$28,610	$31,180

Source: J. D. Power & Associates.

The new generation of domestic compact pickups offer both four- and six-cylinder engines, with buyers split almost 50-50 on their choice. Five-speed manuals are not readily available on all compact trucks and, as a result, only four percent report using that gearbox. Two-thirds of the respondents said they have four-speed manuals, while 30 percent went with the automatic.

The personal-use aspect of both imports and domestic small trucks is apparent when compared to full-size models. Fifty-six percent of full-size pickups report using their vehicles as a principal means of personal transportation. That number rises to 65 percent among domestic compacts and 68 percent among mini-imports.

Despite moderate fuel prices, 91 percent of all import truck buyers list fuel economy as an important consideration in their purchase decision. Eighty-three percent also cited quality of workmanship and 82 percent, trouble-free operation as important considerations. Purchase price is also among import buyers, with 71 percent listing it as a major consideration.

Among domestic compact truck buyers, the same three considerations — fuel economy, quality and trouble-free operation—come out on top. Fuel economy is rated extremely important by 86 percent of these buyers, while 82 percent are also looking for quality and 77 percent for trouble-free operation. Purchase price is less of a factor, although two-thirds report it as an important consideration.

Overall size of the truck is a more important factor among domestic compact buyers than mini-import purchasers. More than half of the domestic buyers call it important, while only 39 percent of the import buyers rate it as a major consideration.

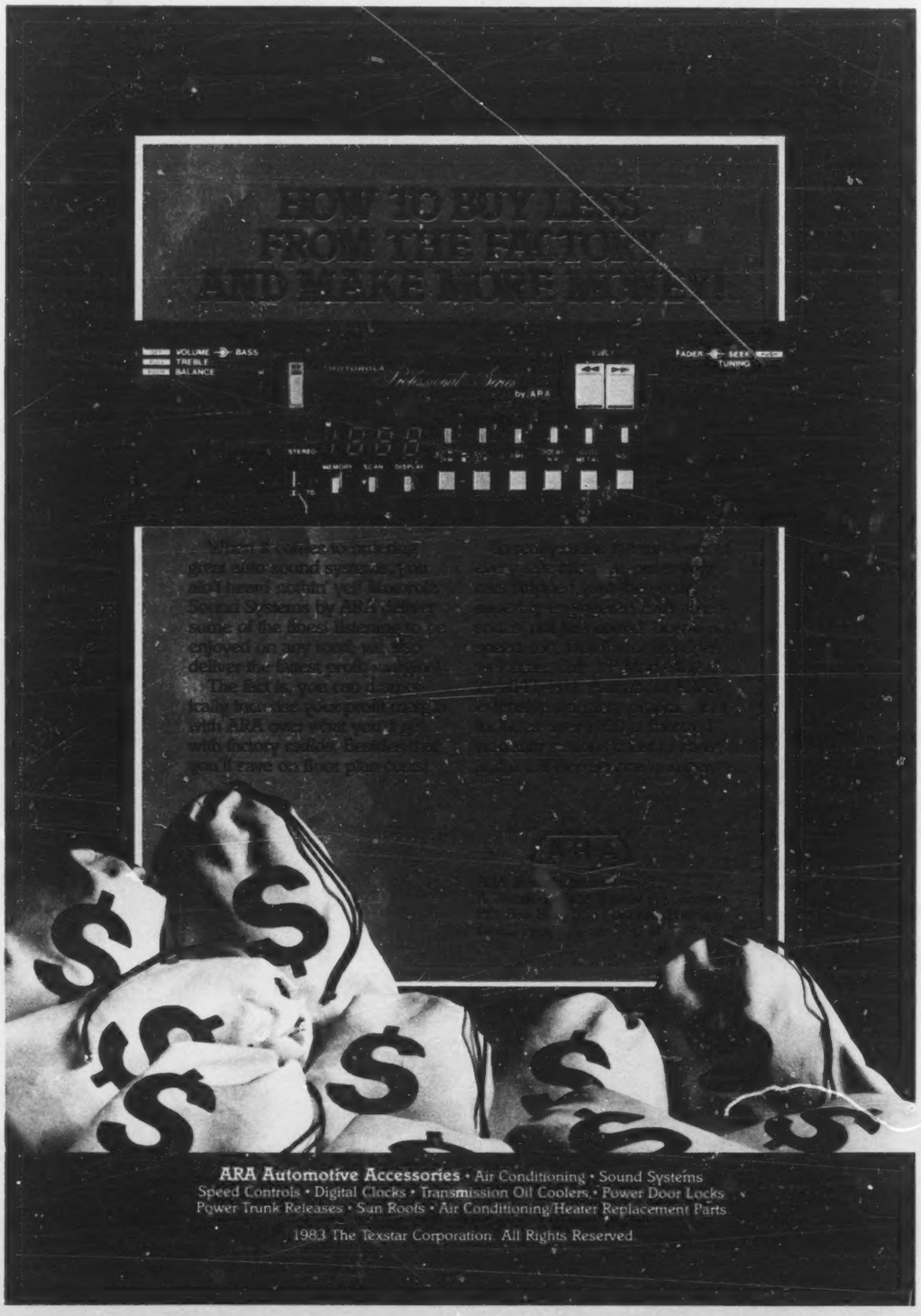
The Power study reports that 1982 full-size truck sales were down slightly over '81 dropping from 989,000 to 940,000 and import trucks were also down from 444,000 in '81 to 388,000 in '82. Domestic compact pickups for '82 were listed at 348,000, where there were none the year before.

Power attributes the decline of imports and full-size models to the compact trucks, but stresses that the bulk of the decline in imports are the result of phasing out captive imports such as the Japanese-built Chevrolet LUV and Ford Courier.

Although purchasers of the compact pickups are, for the most part, customers of domestic dealerships, the study also revealed that a significant number of import buyers shopped or considered domestic models before making their purchase.

"Mazda buyers, noted for being particularly heavy shoppers, are the most likely group of mini import buyers to consider the new domestic compact models for purchase, followed by

Continued on Page E-40, Col. 1



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Japanese

Continued from Page E-26

segment could be a hotbed of competition.

Reports are beginning to surface that Toyota, Honda and Nissan all have vehicles of this type under development and that they could be introduced as early as the 1985 model year and carry a price tag under $10,000.

Subaru

Subaru of America probably will sell the same number of cars in 1983 as it did last year, between 147,000 and 150,000, according to Thomas R. Gibson, senior vice president for sales and marketing.

Import restrictions have contributed strongly to this posture, although Gibson said restrictions have not had the intended purpose: Increasing domestic car sales. He views the era of restrictions as time for the company, after years of rapid expansion, to concentrate on other areas including upgrading dealers.

He said customer satisfaction is the number one priority and the company, through its independent distributors, has embarked on an extensive dealer upgrading program. He stressed SoA is not expanding but upgrading, since the strongest advertising the company has is word of mouth. He said the company depends on customer satisfaction and is stressing that to dealers.

The image the company is developing is high technology and quality. It has been stressing over the past several years the tag lines "Inexpensive and built to stay that way" and the "Subaru difference" in advertising and promotional campaigns, which have played a large role in increased sales for the company, he says.

Subaru carved out a special niche in the 4WD market, but now has competition. At one time the only "on demand" 4WD sedans were offered by Subaru. Now American Motors and Toyota are in the market. Gibson said the company met competition this year with addition of automatic transmission to its 4WD cars.

This was not so much in response to the AMC Eagle, which Gibson said "does not look like a standard sedan," as much as it was to the Toyota Tercel.

But it was also a marketing move. Research shows women have a greater interest in SoA 4WD than men. "Our automatic gives us an edge," Gibson said, adding that the Toyota entry is helping SoA. "They're doing well and we're doing well," he said, because of the added exposure Toyota provides to 4WD.

Subaru increased '83 model prices 1.9 percent but included previous options as standard equipment in some models. The company is also continuing to shift its model mix to more luxury models.

Gibson said the company expects Subaru Financial Services, its financing and insurance arm, to become stronger over the next few years, along with the wholly owned distributor operations it has acquired.

GREAT NEW WAY TO REPAIR DAMAGED WINDSHIELDS...
increase the re-sale value of used cars!

THE Clear Star® SYSTEM OF WINDSHIELD REPAIR

It's easy! It's permanent! It's profitable! Now you can repair damaged windshields like a professional without sending your cars to high-priced specialists and technicians. Now you don't have to depend on outside sources, haphazard delivery because those sources are out of repair resins. The CLEAR★STAR SYSTEM OF WINDSHIELD REPAIR does not require special skills. The system is foolproof; repairs are practically automatic when CLEAR★STAR directions are followed. CLEAR★STAR repairs a wide range of windshield damages to virtually new, full range unimpaired vision. CLEAR★STAR comes in three popular-size kits. Order the kit that fits your operation best. Use the handy Order Form below; we'll ship postpaid.

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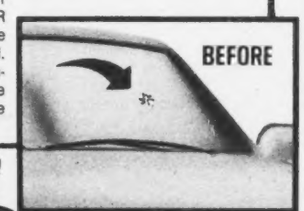

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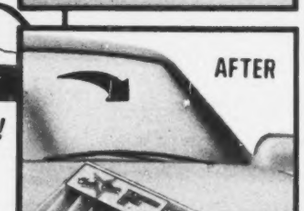

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Name _____ Phone No. _____

Company _____

Address _____

City _____ State _____ Zip _____

Our Jobber's name is _____

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Top market? Los Angeles

40 leading areas are listed

For importers of all makes of cars there can only be one top market: Los Angeles. Of the 40 major metro markets in the U.S., that California city garnered 131,500 sales in the first 11 months of 1982. The next closest metro market, Anaheim, Calif., totaled 50,200.

Through various industry sources AUTOMOTIVE NEWS developed the import sales figures for the top 40 markets in the U. S. Although they cover only 11 months of 1982, the pattern indicates the relative import-market strengths last year.

The top 10 import markets, according to the estimates, sold 425,700 cars; the next 30 markets accounted for 425,800.

The figures indicate the top 40 markets represented nearly 40 percent of the nation's new-car import sales last year, with the 10 top markets taking nearly 20 percent.

Most importers agree there are sections of the country where they want to increase their sales action. But unless an importer does well in the top 10 markets, it hardly stands a chance to climb far in the sales charts.

Top 40 Import New-Car Markets
11 Months 1982

Metro Area	Units
Los Angeles	131,500
Anaheim	50,200
Houston	39,500
Boston	38,500
Chicago	31,000
New York	30,000
San Diego	28,000
Dallas	26,000
Atlanta	26,000
Philadelphia	25,000
Miami	24,500
Denver	24,000
San Jose	23,500
San Francisco	23,000
Baltimore	19,500
Washington, D.C.	19,000
Seattle	18,500
Portland	18,300
Detroit	18,000
Minneapolis-St. Paul	17,000
Ft. Lauderdale	17,000
Phoenix	14,000
Tampa-St. Petersburg	13,500
St. Louis	13,500
Cleveland	13,000
Cincinnati	13,000
Pittsburgh	12,500
Columbus	12,000
New Orleans	11,500
Hartford	11,000
Sacramento	10,500
Ft. Worth	10,000
Oakland	9,500
Milwaukee	9,000
San Antonio	9,000
Providence	8,500
Kansas City	8,500
Rochester	8,500
Riverside	8,000
Indianapolis	8,000
	851,500

VAM may merge with Renault to make small car

MEXICO CITY. — After six months of inactivity, Vehiculos Automotores de Mexico (VAM), in which the government is a majority stockholder through the Somex complex, is readying a merger with Renault.

Renault is allied with Diesel Nacional (Dina), which has been struck since Feb. 7. Dina workers are seeking substantially higher wages and protesting a management decision to lay off 2,500 workers to keep afloat.

VAM has been in trouble since the beginning of 1982, and earlier projections of turning out 36,000 cars were initially reduced to 28,000 units after the first peso devaluation in February of last year. The firm finally turned out only 20,000 units, chiefly Jeep and Wagoneer models.

If the merger is completed, according to the Mexican Assn. of Car Dealers, concentration will be on production of a new four-cylinder car similar to the American Motors/Renault Alliance.

While Somex and Renault managements have refused to comment, there have been reports by industry observers that this model will probably not be launched in Mexico until the inauguration of 1984 models.

Dealers offer 188 models

Greater variety among 26 makers

Continued from Page E-2

counted as coupes in this rundown.

Chrysler Corp. has four of the six domestic choices, and Buick Riviera and Ford Mustang have the others. Chevrolet Cavalier and Pontiac 2000 will add convertibles in May.

By country of origin, the Japanese have an overwhelming advantage in model totals, just as they have in imported-car sales.

The 11 Japanese makes account for 114 of the 188 import models, more than three times as many as the 34 offered by the five West German entries. Other totals are Sweden, 13; France, 12; United Kingdom, 8, and Italy, 7.

As noted, Toyota (28) and Nissan/Datsun (22) have the most models among the imports. Next in line are Mazda, 16; Subaru, 14, and Volkswagen, 10.

Totals for other leading import makes are: Honda, 9; Volvo, 9; Mercedes-Benz, 8; Mitsubishi, 8; Audi, 6; Peugeot, 6; Renault, 6; BMW, 5; Dodge Colt, 5; Plymouth Colt, 5; Isuzu, 5; Porsche, 5; Rolls-Royce, 4; Saab, 4; Ferrari, 3; Jaguar, 3; Alfa Romeo, 2; Fiat, 2; Challenger, 1; Sapporo, 1, and DeLorean, 1.

The figures for Volkswagen and Renault include only imported cars. The U. S.-built VW Rabbit and the U. S.-built Renault Alliance are in the domestic rundown.

• In counting import models, AUTOMOTIVE NEWS uses the same criteria as in tabulating U. S. cars. A choice of transmissions (4-speed, 5-speed or automatic) or a choice of engines (gasoline or diesel, turbocharged gas or turbodiesel) does not necessarily constitute a separate model.

The import total of 188 models compares with 278 for the domestic makes. Here's the present breakout:

	Imports	Domestics
Four-door models	61	105
Two-door models	102	131
Convertibles	5	6
Four-door wagons	20	36
TOTALS	188	278

Both figures will grow. Still to come in the '83 model year are such imports as the Isuzu Impulse, the Honda Prelude and the Nissan Stanza notchback.

Waiting in the wings on the domestic side are Ford Tempo, Mercury Topaz, Chevrolet Corvette, the Chrysler Executive Sedan and Limousine and the aforementioned Chevrolet Cavalier and Pontiac 2000 convertibles.

MODELS OFFERED BY LEADING IMPORTS

(As of March 1, 1983)

	4-Door Models	2-Door Models	Convertibles	4-Door Wagon	Totals	Totals * Mar. 1, 1982
Alfa Romeo	0	1	1	0	2	(2)
Audi	3	3	0	0	6	(5)
BMW	3	2	0	0	5	(4)
Challenger	0	1	0	0	1	(1)
Champ	0	0	0	0	0	(5)
Colt (Dodge)	2	3	0	0	5	(5)
Colt (Plymouth)	2	3	0	0	5	(0)
Datsun (Nissan)	5	15	0	2	22	(24)
DeLorean	0	1	0	0	1	(1)
Ferrari	0	3	0	0	3	(3)
Fiat	0	1	1	0	2	(5)
Honda	2	6	0	1	9	(10)
Isuzu	2	3	0	0	5	(5)
Jaguar	2	1	0	0	3	(3)
Lancia	0	0	0	0	0	(1)
Mazda	6	9	0	1	16	(14)
Mercedes-Benz	4	3	0	1	8	(8)
Mitsubishi	3	5	0	0	8	(0)
Peugeot	5	0	0	1	6	(5)
Porsche	0	4	1	0	5	(4)
Renault**	2	3	0	1	6	(8)
Rolls-Royce	2	1	1	0	4	(4)
Saab	2	2	0	0	4	(4)
Sapporo	0	1	0	0	1	(1)
Subaru	2	8	0	4	14	(16)
Toyota	7	17	0	4	28	(24)
Volkswagen**	3	4	1	2	10	(8)
Volvo	4	2	0	3	9	(10)
TOTALS	61	102	5	20	188	
Totals (March, 1982)*	(52)	(103)	(4)	(21)		(180)

*—Revised.

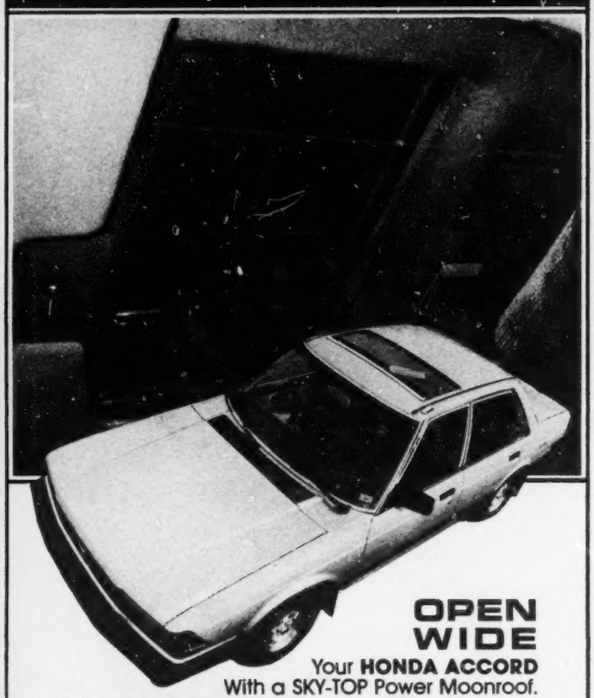
**—Renault totals do not include the U.S.-built Alliance. Volkswagen totals do not include the U.S.-built Rabbit.

IMPORT NEW-CAR SALES BY MODEL

Calendar Years 1982 - 1981

	1982	1981
Alfa Romeo	2,194	2,301
Audi	45,954	50,817
4000	13,164	18,644
4000d	3,172	297
5000	16,721	17,610
5000d	1,394	6,137
5000 Turbo	4,130	5,576
5000 TD	2,849	.....
Coupe	4,235	2,553
Quattro	289	.....
BMW	52,393	41,761
320	36,462	31,902
528	10,539	6,267
633	1,515	1,138
733	3,877	2,454
Chrysler/Mitsubishi	102,227	110,940
Colt	75,031	84,924
Sapporo	13,068	13,326
Challenger	14,128	12,690
DeLorean	2,830	3,009
Fiat	14,113	32,186
Strada	4,478	6,873
Brava	2,452	7,380
X 1/9	2,359	6,343
Spider	4,824	11,570
Miscellaneous	.....	20
Honda	365,865	370,705
Civic	132,469	154,698
Accord	195,524	172,557
Prelude	37,872	43,450
Isuzu	15,462	17,805
Jaguar Rover Triumph	10,349	18,937
XJ-6	8,904	4,444
XJ-S	1,409	232
MG	.....	3,712
Rover	.....	781
Triumph	.....	9,768
Lancia	1,174	1,068
Mazda	163,150	166,088
GLC	54,348	62,195
626	58,740	60,475
RX-7	50,062	43,418
Mercedes-Benz	65,963	63,059
240D	13,480	14,612
300D	17,263	13,688
300CD	1,726	1,432
300TD	2,896	3,330
300SD	16,686	16,292
280E	34	1,186
280CE	2	590
380SEL	3,691	2,436
380SL	8,402	7,998
380SEC	1,761	1,402
Miscellaneous	22	93
Mitsubishi	3,950	.....
Starion	1,164	.....
Cordia	1,471	.....
Tredia	1,315	.....
Nissan	470,246	464,805
210	59,664	159,939
Sentra	131,789	.....
310	43,562	77,980
Pulsar	9,251	.....
510	.....	37,558
Stanza	59,152	8,523
Maxima	54,187	35,853
200SX	48,436	77,062
280SX	57,260	62,800
Hawaii	6,552	4,990
Other	393	100
Peugeot	14,323	16,937
504D	1,547	.....
505	4,985	2,274
505D	716	4,618
505TD	5,979	9,248
604TD	820	474
Tourist	276	201
Other	.....	111
Porsche	14,407	11,241
924	1,677	3,251
924 Turbo	644	1,937
944	5,125	.....
911SC	4,784	4,034
928	2,177	2,019
930 Turbo	.....	.....
Renault	37,540	30,869
Le Car	20,101	19,336
18i	7,559	11,533
Fuego	9,880	.....
Rolls Royce	908	1,158
Saab	18,463	14,613
99	1	316
900	4,468	2,226
900S	4,055	4,640
Turbo	9,655	7,323
Tourist	284	108
Subaru	150,335	152,062
Toyota	530,246	576,491
Starlet	19,339	32,825
Corolla	175,199	241,603
Tercel	135,986	121,328
Celica	115,690	103,879
Supra	34,046	16,146
Corona	3,109	22,337
Cressida	37,448	29,583
Land Cruiser	3,088	2,027
Hawaii	6,431	6,704
Miscellaneous	.....	59
Volkswagen	67,352	82,173
Rabbit Convertible	8,985	12,114
Jetta	20,301	27,972
Vanagon	12,847	10,882
Quantum	11,362	2,325
Dasher	627	11,852
Scirocco	13,227	17,043
Volvo	72,375	84,477
DL	39,430	39,288
GL	11,525	10,228
GTL	197	3,562
GTL Turbo	10,216	3,636
GLE	2,685	4,032
DL Diesel	516	1,522
GL Diesel	6,889	432
Coupe	78	1,126
Tourist	807	374
760	32	.....
TOTAL IMPORTS	2,221,819	2,326,376

Sky-Top
power moonroof



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Cadillac
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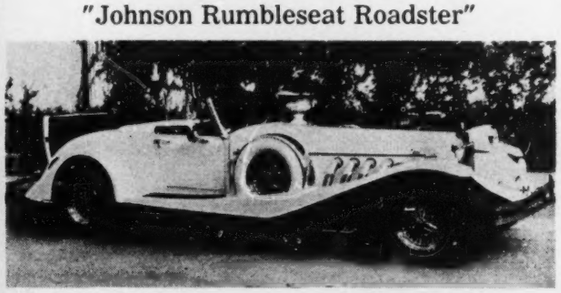

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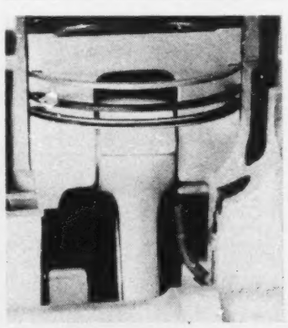
(305) 525-7001

Mitsubishi

Continued from Page E-2

creases the impact of our advertising."

His words are echoed by Mark Miller of Van Nuys Mitsubishi, who says, "With any other line, it's tough to relate the store you see in advertising with the real store. We have a common theme, a recognizable look throughout the country. And our decor is universal in appeal — there's nothing negative to it. In fact, it's a little bit futuristic. It says that Mitsubishi Motors is innovative, high tech, ahead of its time."



The turbo diesel engine, available as optional power for 1983 Volkswagen Quantum and Jetta models, has oil jets which spray cooling oil on the wrist-pin and underside of the piston.

JAPANESE NUMBERS

Production (1)

	Passenger Cars	Trucks	Buses	Total
Year 1982	6,886,866	3,783,218	66,950	10,737,034
Year 1981	6,974,131	4,102,996	102,835	11,179,962
% Change	—1.3%	—7.8%	—34.9%	—4.0%

Production Passenger Cars by Size (2)

	Regular	Small	Mini	Total
Year 1982	529,357	6,169,849	187,660	6,886,866
Year 1981	488,664	6,300,157	185,310	6,974,131
% Change	8.3%	—2.1%	1.3%	—1.3%

New Vehicle Registrations in Japan (3)

	Passenger Cars	Trucks	Buses	Total
Year 1982	3,038,272	2,201,366	21,793	5,261,431
Year 1981	2,866,695	2,237,404	22,897	5,126,996
% Change	6.0%	—1.6%	—4.8%	2.6%

(1) Production figures are as reported by all automobile manufacturers in Japan.

(2) Size definitions used here are according to Japanese classification by piston displacement as follows: Regular—2,001 cc and more; Small—551 cc to 2,000 cc; Mini—550 cc and less.

(3) New vehicle registrations in Japan figures are compiled by Japan Mini-Vehicle Assn. and Japan Automobile Dealers Assn. All others sourced by JAMA.

Export (4), (5)

	Passenger Cars	Trucks	Buses	Total
Year to date '82	3,770,036	1,773,547	46,890	5,590,473
Year to date '81	3,946,542	2,017,521	84,384	6,048,447
% Change	—4.5%	—12.1%	—44.4%	—7.6%

Export to U. S. (6)

	Passenger Cars	Trucks	Buses	Total
Year to date '82	1,691,806	413,713	—	2,105,519
Year to date '81	1,761,403	543,411	—	2,304,814
% Change	—4.0%	—23.9%	—	—8.6%

Exports by Major World Market Areas

(12 months/1982 in parentheses)

	Passenger Cars	Trucks	Buses	Total
South East Asia	222,767	291,523	6,453	520,743
Middle East Asia	341,854	353,148	15,082	710,084
Europe	903,952	218,802	221	1,122,975
North America	1,844,712	452,310	—	2,297,022
Central/South America	139,410	99,360	4,311	243,081
Africa	85,507	186,258	17,657	289,422
Oceania	222,509	169,866	3,020	395,395
Others	9,325	2,280	146	11,751
TOTALS	(3,770,036)	(1,773,547)	(46,890)	(5,590,473)

(4) All export figures are as reported by individual manufacturers on a constant basis for each month.

(5) Export figures include the number of automobiles in "knock-down" form exported to overseas countries for assembly.

(6) Export figures to the U. S. include Alaska and Hawaii. They do not include Puerto Rico and other island territories governed by the U. S. government.

Thumbnail report on Japanese

Production, registrations and exports

Japan's exports of passenger cars, trucks, and buses fell 7.6 percent in 1982 to 5,590,473 units, according to the Japan Automobile Manufacturers Assn. (JAMA). It was the first year-to-year decline since Japanese auto companies began exporting in the early 1950s.

Overall vehicle exports to the U. S. fell 8.6 percent in 1982 to 2,105,519 units. Passenger car shipments to the U. S. were down 4 percent, from 1,761,403 units in 1981 to 1,691,806 in 1982, while truck exports were down a sharp 23.9 percent from the previous year. The decline in exports results from recession in world markets and trade restrictions on Japanese automobiles.

Production of motor vehicles fell 4 percent in 1982 to 10,737,034 units. This was the first year in which production declined since the 1974 oil crisis.

Sales of motor vehicles in Japan's domestic market registered a 2.6 percent increase over 1981. Domestic passenger car sales increased by 6 percent in 1982.

Marketing

Continued from Page E-6

the dollar profit they lose through restricted volume.

Toyota is still selling lots of lower-priced vehicles, Christell claimed, adding, "A lot of our emphasis has been on Tercel, which is in the low end of the spectrum."

Toyota apparently wants to keep its different car names in the public consciousness so that when restrictions are lifted it can return to steadily increasing volumes. There will be a new Tercel commercial, but it hadn't been finalized at presstime.

On the truck side, Toyota sales have been running ahead of a year ago. It is looking for about 150,000 truck sales in calendar 1983, up from 144,000 last year. "We see the market gradually improving for trucks; we will have a lot of emphasis on them," Christell said.

Toyota will feature, among other trucks, a Mojave special limited-edition model, described by Christell as a "two-seat sports car with a seven-foot bed." It will have styled wheels, special Mojave lettering, clear-coat paint, custom seats and various dress-up sport items.

Toyota hasn't been as aggressive with low-interest financing, rebates and other special merchandising efforts as some truck competitors. Christell expressed confidence in the product selling itself. It offers a 2.4-liter standard engine in a $5,998 model which basically outpowers Nissan's competing price leader.

"Our research indicates the truck buyer wants above all else a fully acceptable level of performance in loads and applications," Christell said.

Dancer - Fitzgerald - Sample, Inc., Torrance, Calif., is its agency.

Isuzu for Barberino

WALLINGFORD, Conn.—Barberino Pontiac-Datsun has added the area Isuzu franchise.

TV AD EXPENDITURES (in millions of dollars)

Company	Network	Spot	Total 1982	Total 1981
General Motors	164,261.5	27,232.1	191,493.6	160,808.0
Ford Motor	128,885.4	22,602.4	151,487.8	136,345.0
Chrysler Corp.	68,219.5	25,654.3	93,873.8	73,855.9
Toyota Motors	21,244.0	44,762.1	66,006.1	64,166.7
Nissan Motors	23,548.1	35,289.1	58,837.2	41,611.7
Honda Motor*	26,709.7	8,864.0	35,573.7	22,793.1
Mazda (Toyo Kogyo)	26,709.7	10,736.5	37,446.2	17,323.9
Subaru (Fuji Heavy Ind.)	8,568.9	3,972.9	12,541.8	12,087.7

Note: Data is from TV Bureau of Advertising, from Broadcast Advertiser Reports data on 75 monitored markets.

* Honda includes car and motorcycle.

PLAYBOY INDUSTRY VIEW: MARVIN GRUBER

comments on advertising strategy, from the manager of porsche+audi advertising

PHOTOGRAPHY BY JOOK LEUNG

"Our Porsche target customer appreciates quality, is very well educated. Which is why our ad copy is technically oriented—it requires a smart, educated audience."

"We match psychographics—look for the person who fits the personality of Porsche. Alive, aware, able to support a lifestyle that correlates closely with our products."

"The kind of advertising we do requires an attentive, reactive audience—doers who will follow up and respond to our 800 number."

PLAYBOY: For an attentive audience, it's smart to advertise in PLAYBOY. Each month, you'll reach nearly 13 million men—including 20 percent of all the college-educated men in America. Men with learning power and earning power. Men so aware, so motivated — so keen on enriching their lifestyles—that when they see what they like, they're likely to buy it.

And buy they do. PLAYBOY reaches more men who own cars than Newsweek or Sports Illustrated. And PLAYBOY men own more sports cars than the men who read any other magazine edited primarily for men—including the newsweeklies.

Put PLAYBOY power behind your ad campaign. And drive your message home in style.

Playboy means business.

Source: MRI, Fall 1982—adjusted. © 1983 by Playboy.

Europeans

Continued from Page E-32

can be increased to 2,000 a month in '83.

The 18i is an area where Van Peursem says AMC is not going to take on European importers directly. He expects sales of 6,000 to 8,000 this year.

Volvo

Volvo, which broke the 70,000 sales mark in '82, is moving to bolster its competitive position. William Hoover, vice president of marketing, notes Volvo entered the sport sedan category in recent years with a Turbo GT and last year launched its luxury entry 760.

"We have to find ways to convince people they're not just buying a car but a total car experience," Hoover says. Fifty percent of Volvo business is taken from domestic manufacturers, Hoover says, primarily Buick, Oldsmobile and Pontiac.

Hoover says with more entries moving into this market segment, "the real battle will be in execution." Volvo has stressed dealer service and introduced an owner magazine to "retain its owner base."

With '83 sales projected at 75,000 to 78,000, customer satisfaction and the transportation package are market keys, Hoover maintains. He notes the company, reacting to signals in the market place, started to expand its image and flexibility with the turbocharged cars and wagons, and the 760.

With 400 dealers in the U. S. and 90 in Canada, Hoover notes it was easier for Volvo to make adjustments, get its dealers behind programs and react quicker to change than if there were several thousand dealers.

"We're hammering away at the total owning experience," Hoover says. This includes warranties, service, parts and communications with the owner and dealer body. He says focusing on the customer will be the key to success in the face of heated competition.

Saab

Saab Scania of America views domestic entries into the upscale-market price category as a positive sign since it focuses more attention on the entire category. Saab sales have been increasing and for '83 the company projects 22,000 units compared to 18,000 in '82.

But the company is shifting its product approach, according to Sten Helling, vice president for sales and marketing. In '82 company sales were 53 percent turbocharged units. Helling would like to drop that in '83 to 46 or 47 percent.

While turbocharged cars brought attention to Saab, the company does not want to be known exclusively as a turbo company. Advertising slant has been changed somewhat to include more generic messages stressing the overall lineup.

Peter Berla, manager for advertising and sales promotion, says it is important for consumers to be aware of the entire range Saab offers.

Helling says the company will continue to emphasize dealer development, service and parts, as well as "how the customer is treated." Consequently, more service training has been added, as well as a program called "Dedicated Delivery" which focuses on how the car is delivered to the customer.

The program has been well received by the dealers, according to Helling.

Saab's new push will come in the Sunbelt, where it hopes to develop more business, and California. These areas are virgin territory for Saab, but Helling says the company will not force the markets, but build them.

Pickups

Continued from Page E-10

Isuzu and Nissan purchasers," the study reported.

Of those buying the Mazda, 55 percent considered Chevy S-10, 29 percent looked at the Ford Ranger, 22 percent at GMC's S-15 and seven percent at Chrysler's Rampage. Nearly half the Isuzu buyers considered S-10; 18 percent, the S-15 and 14-percent, the Ranger. Forty-four percent of the Nissan buyers looked at S-10; 19 percent, the Ranger and 17 percent the S-15.

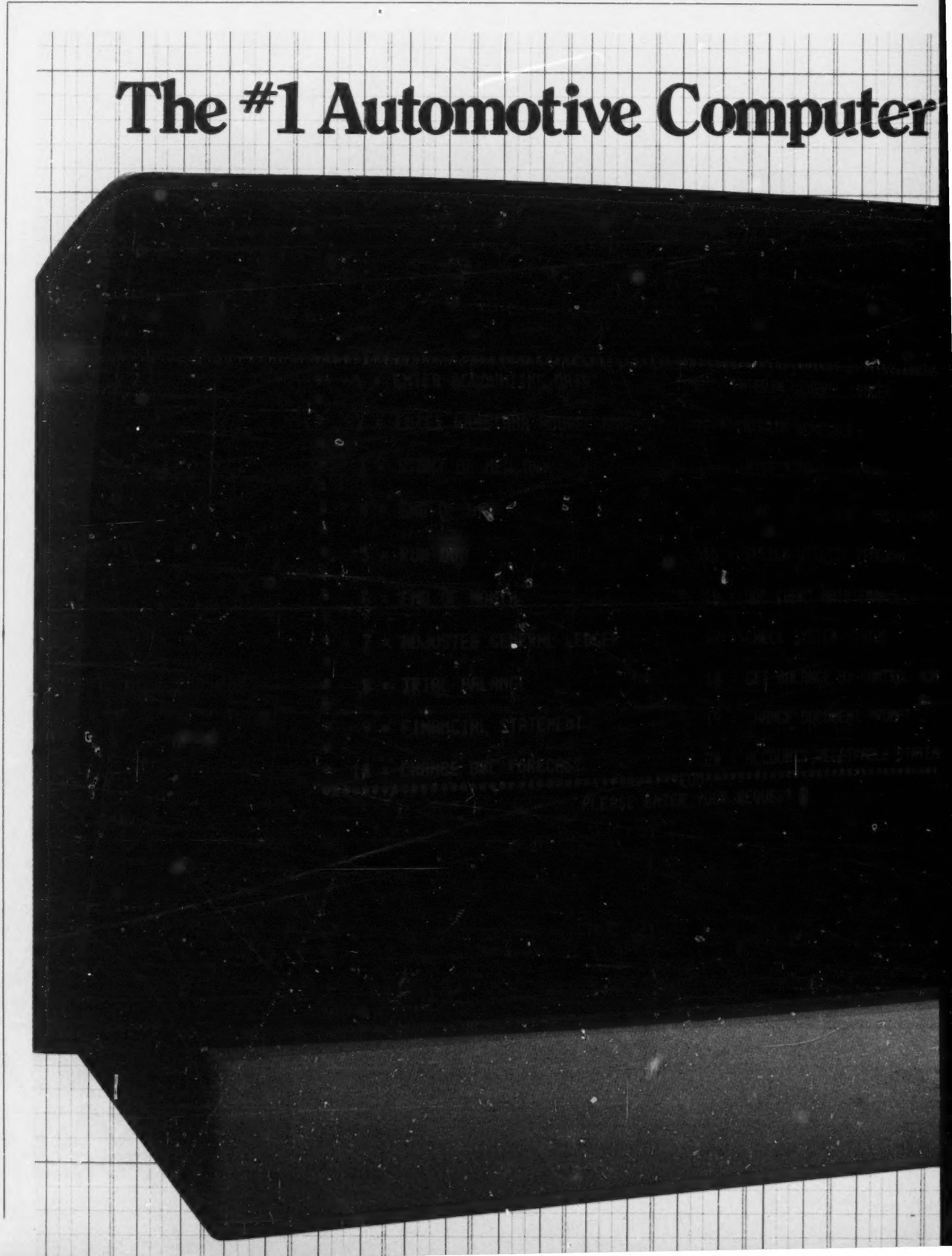
More than four out of every 10 captive import buyers looked at the S-10, while 19 percent of these consumers shopped the Ranger and 13 percent, the S-15. Toyota buyers were the least likely to look at any of the domestic makes, with only 35 percent of those buyers considering the S-10; 16 percent, the Ranger and only 12 percent, the S-15.

Domestic manufacturers also have been citing the virtues of small-truck quality. However, the Power study reports that buyers of imports experience significantly fewer problems with their new trucks than buyers of domestic compact or full-size trucks. Only 26 percent of the import buyers experienced problems with their vehicles, while 40 percent of compact and 45 percent of full-size truck buyers experienced one or more problems with their purchases.

"The opportunities, however, seem particularly ripe for the domestic compacts," the Power organization said in its newsletter. "The new offerings have garnered considerable attention, but have yet to capture significant numbers of those first-time high-demographic buyers who normally gravitate toward the imports. More competitive pricing, better quality, a strong emphasis on performance and a larger selection of options should do much to sell those who are in doubt."

Jaguar expansion

CORAL GABLES, Fla. — The Jaguar Collection, a Jaguar dealership, has opened a new expanded facility here. Joe DeMaria is owner.



Prices

Continued from Page E-2

big guys: Toyota, $112; Datsun, $147; Honda, $114; Mazda, $117, and Subaru, $102. Taking those five Japanese lines separately, the boost was $117.

The Volkswagen Rabbit is not included in this study of imports since it is a U. S.-built car. For the record, however, prices of the Rabbit L and LS models (which appear in both the '82 and '83 lineups) are down an average of $250.

• In the medium-priced field, the increase also was considerably lower than those of the two preceding years.

The current study found an average boost of $374.16, or 3.53 percent. It was $898.79 in the 1982 check and $1,067.34 in 1981.

This class consists of imports priced between $8,001 and $15,000. It accounted for 30.12 percent of the imported cars sold in the U. S. last year, up from 24.7 percent in 1981.

The study compared 49 models offered by 13 makes. In many cases, they are the higher-priced models of nameplates that also appear in the popular-priced category. In other instances, they are the lower-priced models of marques that also compete in luxury class.

All the imported Volkswagens are in the medium-priced class, and so are Dodge Challenger and Plymouth Sapporo.

The group also includes the BMW 320i; the Audi 4000, 5000 and Coupe; the Datsun 200-SX and Maxima; the Honda Accord four-door and LX; the Mazda 626 Luxury and all RX-7 models. Most Toyota Celicas are listed here along with the Cressida and one Celica Supra.

Still others are the Renault 18i and Fuego; the Peugeot 504 and most 505s; the Saab 900 and 900-S, and the Volvo DL and GL.

Fiat was omitted from the study because it does not have any 1983 models at this time. Fiat's '82 X 1/9 coupe/roadster and Spider convertible continue at their year-ago prices.

Five makers have boosted their medium-priced models more than the average of $374.16. Toyota's hike of $780 was the highest. It was fueled by raises of $1,030 and $1,320 on the Cressida wagon and sedan.

Also above the average were Audi, up $591; Volvo, $583; Peugeot, $465, and Renault, $398.

The BMW 320i is priced the same as it was last year at this time.

Posting increases below the average for the medium-price class were Honda, up $100; Mazda, $125; Datsun, $140; Volkswagen, $277; Challenger, $280; Sapporo, $280, and Saab, $350.

• In the luxury class — over $15,000 — the average increase was $959.10, or 3.57 percent. By itself, that's rather a fancy figure, but it's much less than the bumps of $1,778.25 last year and $2,235.96 two years ago.

The luxury segment accounted for 9.48 percent of imported-car sales in the U. S. last year, a big jump from 5.5 percent in 1981.

This year's analysis included 30 models offered by 11 makes. All Mercedes-Benz, Alfa Romeo, Jaguar and Porsche selections are in this class as are the highest-priced cars marketed by Audi, BMW, Datsun, Peugeot, Saab, Toyota and Volvo.

The luxury cars of five makers went up more than the $959.10 average, while six nameplates rose less than the class average.

Volvo was closest to the norm with a hike of $978. Also above the average were Mercedes-Benz, up $1,095; BMW, $1,287; Jaguar, $1,467, and Porsche, $1,867.

The Audi Quattro remains at its $35,000 introductory price of last year.

Increases below the class average were posted by Saab, up $180; Peugeot, $205; Datsun, $300; Alfa Romeo, $523, and Toyota, $800.

In each of the three classes — popular-priced, medium-priced and luxury — the AUTOMOTIVE NEWS analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were used.

Prices considered were Manufacturer's Suggested Retail Prices. Where prices differ by geographical areas, East Coast prices were used in most instances.

Data on changes was based on an arithmetical comparison of prices in effect on March 1 of this year with those in effect a year ago. There was no sales-weighting, and no adjustment was made for year-to-year equipment changes.

Little growth in tire imports

Bridgestone-Firestone deal stirs interest

Purchase early this year by Bridgestone Tire Co. of a tire plant in Tennessee from Firestone Tire & Rubber Co. focused a great deal of attention on the world of foreign tire producers and the importing of tires.

Because the name Bridgestone is becoming increasingly familiar in U.S. automotive circles, many in the auto trade seem to consider tire imports a growing threat to Akron and its rolling rubber products.

Somewhat surprisingly, however, a look at the import figures shows little indication of fast or massive growth in that segment of the world's economy.

The Rubber Manufacturers Assn. reports there are some isolated examples of important growth in imports—in particular sizes, for example — but the numbers overall are not big.

Here is a look at how tire imports have shaped up over the past few years.

Imports of Passenger Car Tires

Year	Tires	Pct. of Market
1982	16,900,000	10.4
1981	17,500,000	10.9
1980	13,700,000	8.7
1979	15,200,000	8.2

Source: Rubber Mfgs. Assn.

A similar growth pattern is reflected in the figures covering incoming shipments of tires for trucks and buses.

Imports of Truck and Bus Tires

Year	Tires	Pct. of Market
1982	3,700,000	11.7
1981	3,900,000	11.8
1980	4,300,000	13.0
1979	4,800,000	11.4

Source: Rubber Mfgs. Assn.

Another surprising element in the import tire picture is the size of Canada's contribution to the total. Historically, Canada has accounted for some 32 percent of total tire imports, the Rubber Manufacturers Assn. says.

Rubber industry people seem to agree that one thing of growing concern in their industry today is suspected dumping. They contend Korean tire makers are beginning to dump tires in the U. S. as they have been dumping inner tubes, they say.

Dumping, of course, means sale of a product in a foreign country at prices below those at which the same product is sold at home. It is considered a tactic of unfair competition.

Others agree that while the passenger car tire import situation is not critical, the status of truck and off-highway tires from foreign plants is growing increasingly so.

In that field tires are coming from Japan, Europe, Korea and Israel, they say.

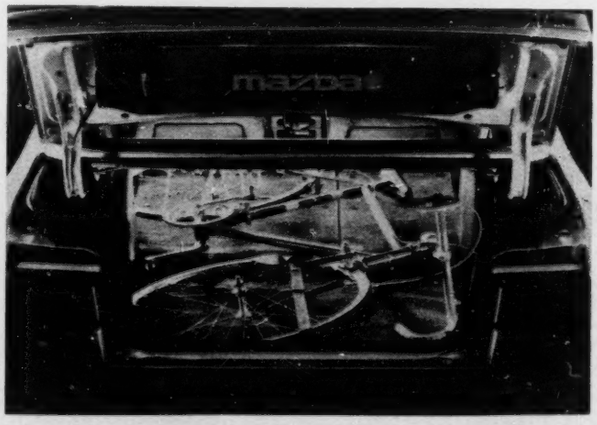
Tire men point favorably to Michelin, the French tire firm, because it manufactures in the U. S. large numbers of the tires it sells here.

Also, in January, news of Bridgestone's purchase of the Firestone facility near Nashville was similarly received.

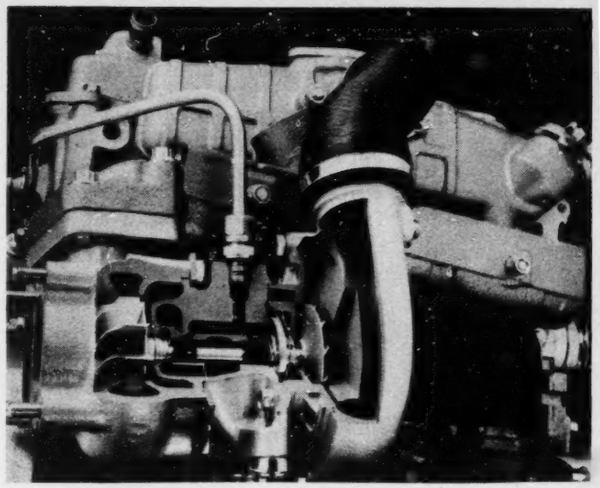
In that transaction, Bridgestone is paying Firestone $52 million for the plant and will spend an additional $30 million for inventory and layout changes.

Bridgestone will continue making steel belted radial-ply truck tires in the facility which is about 20 miles from the brand-new Nissan pickup plant in Smyrna, Tenn.

Bridgestone is not listed as a supplier to that Nissan assembly plant which will receive tires made in the U.S. by Goodyear Tire & Rubber Co. and General Tire & Rubber Co.



Slick design went into the Mazdas this model year. Not only does a 26-inch bike fit neatly into the trunk, but the trunk opening on the 626 sedan and coupe was lowered to the top of the bumper to make loading and unloading easier.



Volkswagen's 1.6-liter, four-cylinder turbo diesel is available on the 1983 Quantum sedan and wagon and Jetta.

Import prices

Continued from Page E-44

disk brakes standard on all models except base Le Car. **Power steering** and **radio** standard on 18i and Fuego. **Air conditioning** standard on Fuego Turbo. **Automatic transmission** is $420 on Alliance and Alliance L, $325 on Alliance DL and Alliance Limited, $365 on 18i and base Fuego; not available on Le Car and Fuego Turbo.) (Prices include dealer prep fee.)

ROLLS-ROYCE (1982 models)—Silver Spirit—4-door sedan, $111,000. **Silver Spur**—4-door sedan, $119,000. **Camargue**—Coupe, $158,600. Corniche—Convertible, $162,500. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.)

SAAB—900 Series (5-speed)—3-door hatchback, $10,750; 4-door sedan, $11,050. **900-S (5-speed)**—3-door hatchback, $13,550; 4-door sedan, $13,950. **900 Turbo (5-speed)**—3-door hatchback, $16,510; 4-door sedan, $16,910. **(Power disk brakes, power steering** standard on all models. **Radio** standard on 900 Turbo. **Air conditioning** standard on 900-S and 900 Turbo. **Automatic transmission** is $370 on all models.) (Prices include dealer prep fee.)

SAPPORO (Plymouth)—Sport coupe, $8,323. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $331.) (Price includes dealer prep fee.)

SUBARU—3-door Hatchbacks—Standard hatchback, $5,058; DL hatchback (5-speed), $6,063; GL hatchback (5-speed), $6,663; GL hatchback (automatic), $6,973; GL hatchback (4-wheel drive), $7,228. **4-Door Sedans**—DL sedan (5-speed), $6,463; GL sedan (5-speed), $7,063; GL sedan (automatic), $7,373. **2-Door Hardtops**—DL hardtop (5-speed), $6,578; GL hardtop (5-speed), $7,253; GL hardtop (automatic), $7,563. **4-Door Wagons**—DL wagon (5-speed), $6,703; GL wagon (5-speed), $7,303; GL wagon (automatic), $7,613; DL wagon (4-wheel drive), $7,288; GL wagon (4-wheel drive), $7,858; GL wagon (4-wheel drive, automatic), $8,168. **BRAT (4-wheel drive)**—DL, $6,913; GL, $7,663; GL (automatic), $7,973. **(Power disk brakes** standard on all models. **Radio** standard on all models except base hatchback.)

TOYOTA—Starlet—3-door Liftback (4-speed), $5,798; 3-door Liftback (5-speed), $5,838. **Tercel**—3-door Liftback (4-speed), $4,998; Deluxe 3-door Liftback (5-speed), $5,898; Deluxe 3-door Liftback (automatic), $6,198; SR-5 3-door Liftback (5-speed), $6,618; Deluxe 5-door Liftback (5-speed), $6,058; Deluxe 5-door Liftback (automatic), $6,358; Deluxe 4-door wagon (6-speed), $7,398; SR-5 4-door wagon (6-speed), $8,148. **Corolla**—2-door sedan (4-speed), $5,448; Deluxe 2-door sedan (5-speed), $6,018; Deluxe 2-door sedan (automatic), $6,318; Deluxe 4-door sedan (5-speed), $6,138; Deluxe 4-door sedan (automatic), $6,438; SR-5 2-door hardtop (5-speed), $7,248; SR-5 2-door hardtop (automatic), $7,688; Deluxe 2-door Liftback (automatic), $6,718; SR-5 2-door Liftback (5-speed), $7,208; SR-5 sport coupe (5-speed), $7,308; Deluxe 4-door wagon (5-speed), $6,508; Deluxe 4-door wagon (automatic), $6,808. **Celica**—ST sport coupe (5-speed), $7,299; ST sport coupe (automatic), $7,999; GT sport coupe (5-speed), $8,599; GT sport coupe (automatic), $9,039; GT-S sport coupe (5-speed), $9,969; GT 2-door Liftback (5-speed), $8,949; GT 2-door Liftback (automatic), $9,389; GT-S 2-door Liftback (5-speed), $10,319. **Celica Supra**—L-Type 2-door Liftback (5-speed), $14,148; L-Type 3-door Liftback (automatic), $14,748; 2-door Liftback (5-speed), $15,398; 2-door Liftback (automatic), $15,998. **Camry**—Deluxe 4-door sedan (5-speed), $7,798; Deluxe 5-door Liftback sedan (5-speed), $8,048; LE 4-door sedan (automatic), $9,698; LE 5-door Liftback sedan (automatic), $10,048. **Cressida**—Luxury Edition 4-door sedan (5-speed), $13,169; Luxury Edition 4-door sedan (automatic), $13,569; Luxury Edition 4-door wagon (automatic), $13,729. **Land Cruiser**—2-door with hardtop (4-speed), $10,348; Deluxe 4-door wagon (4-speed), $13,368. **(Power disk brakes** standard on all models. **Power steering** standard on Celica GT-S, all Celica Supra, Camry LE, all Cressida and on Land Cruiser wagon. **Radio** standard on Tercel SR-5 models, Corolla SR-5 models, Celica GT and GT-S, all Celica Supra, Camry LE, all Cressida and on Land Cruiser wagon. **Air conditioning** standard on Celica Supra and Cressida. (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), $5,996; Standard long bed (4-speed), $6,198; Standard long bed (5-speed), $6,618; Deluxe long bed (5-speed), $6,788; Deluxe long bed (automatic), $7,198; SR-5 short bed (5-speed), $7,458; SR-5 long bed (5-speed), $7,608; SR-5 long bed (automatic), $8,018; Standard cab-chassis (4-speed), $6,478; Deluxe cab-chassis (4-speed), $6,998. **Diesel Pickups (2-wheel drive)**—Deluxe long bed (5-speed), $7,278; SR-5 long bed (5-speed), $8,098. **Pickup Trucks (4-wheel drive)**—Deluxe short bed (5-speed), $8,548; SR-5 short bed (5-speed), $9,248; Deluxe long bed (5-speed), $8,698; SR-5 long bed (5-speed), $9,398. **(Power disk brakes** standard on all models. **Radio** standard on SR-5 models.) (Prices include dealer prep fee.)

VOLKSWAGEN—Rabbit L—2-door hatchback, $6,290; 4-door hatchback, $6,500. **Rabbit LS**—2-door hatchback (4-speed), $6,890; 2-door hatchback (5-speed), $7,100; 4-door hatchback (4-speed), $7,100; 4-door hatchback (5-speed), $7,310. **Rabbit GL**—2-door hatchback (5-speed), $7,490; 4-door hatchback (5-speed), $7,700. **Rabbit GTI**—2-door hatchback (5-speed), $7,990. **Rabbit Convertible**—Convertible (5-speed), $10,595; convertible (automatic), $11,020. (All Rabbit models except convertible are built in the U.S.) **Jetta (5-speed)**—2-door sedan, $7,990; 4-door sedan, $8,210. **Scirocco**—Coupe (5-speed), $10,150; coupe (automatic), $10,575. **Quantum (5-speed)**—Coupe, $10,770; 4-door sedan, $11,280; 4-door wagon, $11,680; GL coupe, $11,595; GL 4-door sedan, $12,160; GL 4-door wagon, $12,890. **Vanagon**—L 7-seater (4-speed), $10,950; L 9-seater (4-speed), $11,005; GL 7-seater (4-speed), $11,450. **(Power disk brakes** standard on all models. **Power steering** standard on Rabbit GL and all Quantum models. **Radio** standard on Rabbit convertible, Scirocco and all Quantum models **Automatic transmission** is $410 on Rabbit LS and Rabbit GL, not available on Rabbit L and Rabbit GTI; it is $425 on Jetta, Quantum and Vanagon. **Diesel engine** is $750 on Rabbit L, $525 on Rabbit LS, $645 on Jetta and $735 on Vanagon. Vanagon diesel includes 5-speed transmission. **Turbo Diesel** is $1,550 on 5-speed models of Rabbit LS 2-door, Rabbit GL 2-door and 4-door, Quantum 4-door sedan and wagon and Quantum GL 4-door sedan and wagon.) (Prices do not include dealer prep fee.)

VOLKSWAGEN PICKUP TRUCKS—Base pickup (4-speed), $6,890; base pickup (5-speed), $7,100; LX pickup (5-speed), $7,475; Sportruck (5-speed), $7,630. **(Power disk brakes** standard on all models. **Diesel engine** is $645 on base pickup and LX pickup.) (Prices do not include dealer prep fee.) (Volkswagen pickup trucks are built in the U.S.)

VOLVO—DL Series—2-door sedan (overdrive), $10,650; 2-door sedan (automatic), $11,040; 4-door sedan (overdrive), $11,085; 4-door sedan (automatic), $11,475; 5-door wagon (overdrive), $11,585; 5-door wagon (automatic), $11,975. **GL Series**—4-door sedan (overdrive), $14,495; 4-door sedan (automatic), $14,885; 5-door wagon (overdrive), $14,995; 5-door wagon (automatic), $15,385. **GLT Series**—2-door sedan (overdrive), $16,050; 2-door sedan (automatic), $16,440; 4-door sedan (overdrive), $16,360; 4-door sedan (automatic), $16,750; 5-door wagon (overdrive), $16,860; 5-door wagon (automatic), $17,250. **GL Diesel**—4-door sedan (overdrive), $14,980; 4-door sedan (automatic), $15,240; 5-door wagon (overdrive), $15,480; 5-door wagon (automatic), $15,740. **760-GLE**—4-door sedan (V-6, gasoline engine, automatic), $18,785; 4-door sedan (Turbo Diesel, manual), $19,595. **(Power disk brakes, power steering** standard on all models.) (Prices include dealer prep fee.)

Engineering

Continued from Page E-42

given microcomputer controls and platinum-tipped plugs for '83. The microcomputer adds 5HP.

For the sporty Toyota Celica GT models an electronically fuel injected version of the 2.4-liter engine delivers 10 percent more horses than last year's.

For Corolla, there's a 1.6-liter single overhead cam four replacing last year's 1.8-liter engine. The new mill helps boost fuel economy by 12 percent while maintaining the 70HP of the bigger 1982 engine.

Microcomputer control has been added as well to the Toyota Starlet for improved fuel economy and performance.

Pitcairn gets Volvo

LANGHORNE, Pa. — Pitcairn Enterprises, has been appointed a Volvo dealership here. Garthowen Pitcairn is president.